

Modern

LITHOGRAPHY

.....
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TECHNOLOGY DEPARTMENT *Smu*



Special In This Issue:
1960-'61 Buyer's Guide

Which of These Occupational Diseases Do YOU Suffer From?



HYPALIMENTATION
(hi"po-al-im-en-ta' shun). Insufficient nourishment, caused by bolted sandwich, cold coffee (who has time to eat?).



HYPERTARACHIA
(hi"per-tar-ak' e-ah). An extreme irritability of one's nervous system. Result of a long exposure to irate customer.



OTODYNIA
(o-to-din' e-ah). Pain in the ear, brought on by an epidemic of customers' blasts.



DYSTELIOLOGY
(dis-te-le-o' o-je). One's feeling of purposelessness, often caused by extreme waste, aggravated by repeated make-overs.



ALOPECIA PREMATURA
(al-o-pe' she-ah pre'ma-tu-rah). The premature loss of hair (often accompanied by an acute loss of customers).



ERGASTHENIA
(er-gas-the'ne-ah). A condition of fatigue from overwork; symptoms are bleary eyes and listlessness.

R Complete relaxation; the confidence of using the *dependable film*: Gevaert COPYLINE—a super-precise film, yet economical even on routine work! You'll welcome its extremely contrasty orthochromatic emulsion, designed for razor-sharp detail reproduction, by camera or contact. Use *any* retouching procedure — COPYLINE'S light matte surface takes them all in stride. And for safety's sake, COPYLINE has the latitude to tolerate minor miscalculations. Fast and flat drying, too! *Try these other Gevaert films for individual requirements:*

GEVAERT

THE GEVAERT COMPANY OF AMERICA, INC.
321 West 54th Street, New York 19, N. Y.

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Litholine Ortho O 82p — maximum contrast, highest sensitivity, latitude, resolution. Polystyrene base for stability.

Litholine Ortho O 84p — same emulsion as O 82p, but with a heavy .010" polystyrene base.

Litholine Ortho O 81 — thin .003" base for line or screen positives and negatives.

Litholine Ortho O 82 — same emulsion, regular .006" base.

Panchromatic 24p — a fast pan emulsion, with long gradation, wide latitude in exposure and development. Ideal for color separation work on .010" polystyrene base.

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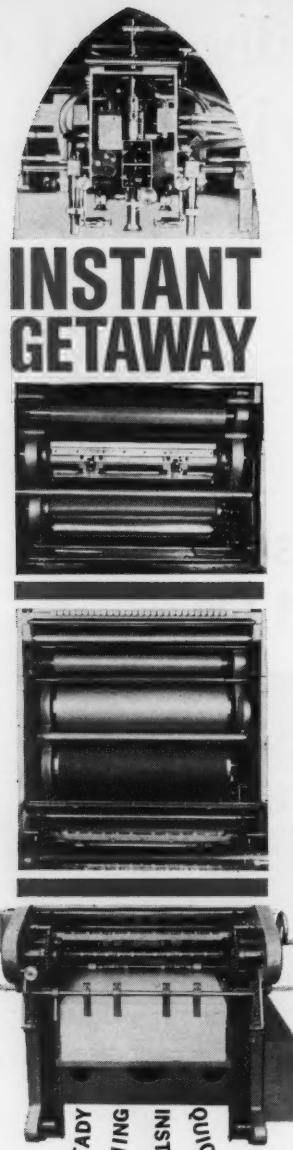
... that makes R and P chemicals
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Service is the unique ingredient of Roberts & Porter chemicals that help you control both costs and quality. R & P service means formulas that reflect a thorough, first-hand knowledge of the craftsman's needs; it means prompt delivery of fresh chemicals; and it means technical assistance when a special job brings special problems. Yes, the best place to buy graphic arts chemicals is the Roberts & Porter branch near you.

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Cover

New NALC president Rae Goss (right) receives congratulations from outgoing president Fred Fowler at 15th annual National Association of Litho Clubs convention in Boston last month. For a full account of the meeting, turn to page 32.



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MODERN LITHOGRAPHY

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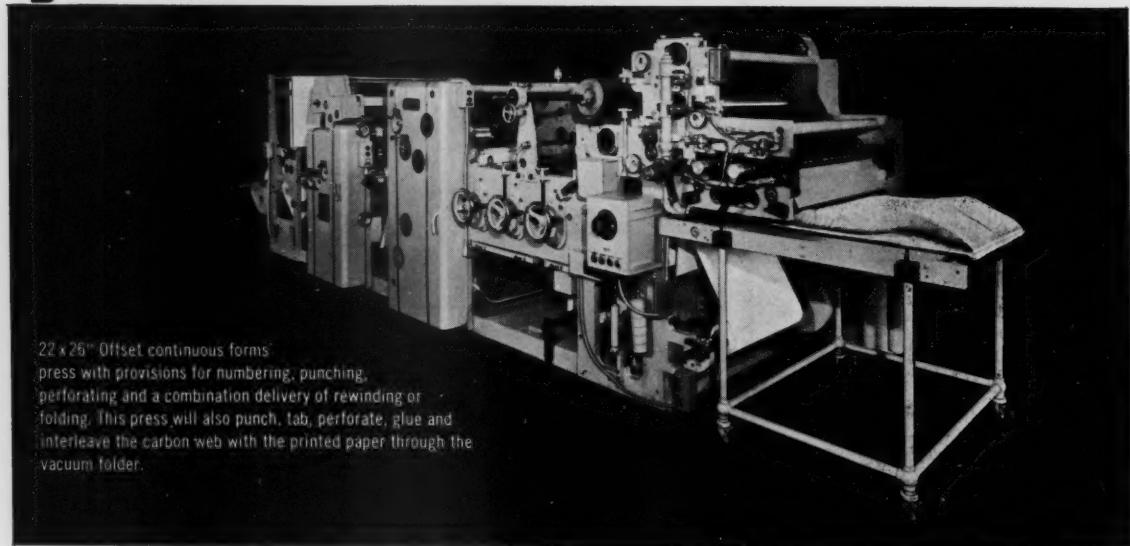
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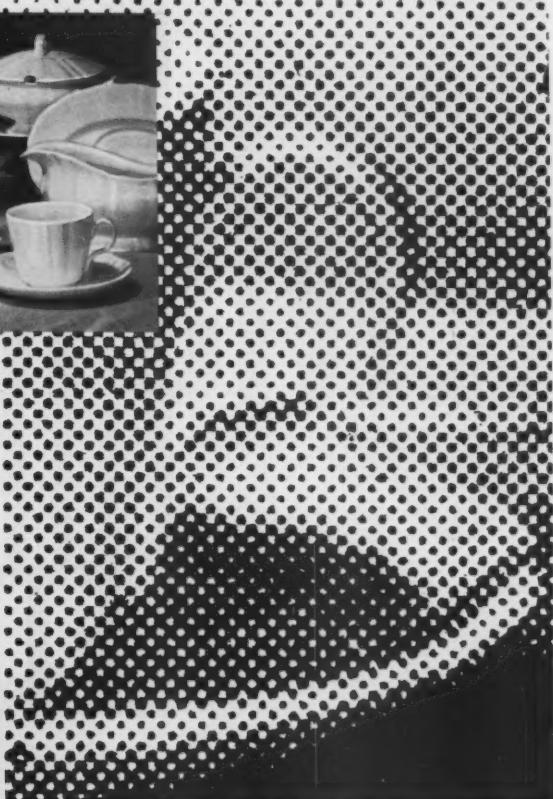
for "perfect-picture" printing:

hi-fi

OFFSET BLANKETS

REPRODUCTION WITH BLANKET "A"

REPRODUCTION WITH HI-FI BLANKET



It's easy to tell which catalogue page — turned out in a split run — was reproduced by the better blanket. Note the Hi-Fi sample's trueness of dot formation as compared with the work of Blanket "A."

Another Hi-Fi user reports:

- "Smoothest blanket finish we've ever seen allows reduced printing pressure with less distortion of dot structure."
- "Harder blanket surface — but with excellent resiliency — makes for truer reproduction of dots."
- "Excellent 'tack' gives us good ink acceptance without coated papers sticking."
- "Hi-Fi does highly successful work with a variety of stocks

— tissue, rough antique, cardboard, coated paper."

- "Faster comeback — no unevenness of inking from debossed blanket occurs when sheet size is changed."
- Yet premier quality Hi-Fi has an "ordinary-blanket" price tag!

For the rest of the Hi-Fi story, check with your Goodyear Distributor — or write Goodyear, Printers Supplies Sales Department, New Bedford, Mass.

PRINTERS SUPPLIES BY

GOOD YEAR

THE GREATEST NAME IN RUBBER

HI-FI — T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

Illustration courtesy of Royal Worcester Porcelain Co., Inc., and Tri-Arts Press, Inc., both of New York City

LIGHT SPEED INKS by LEWIS ROBERTS for LITHOGRAPHY and LETTERPRESS

Say, printing time—satisfy your customer—step up profit on production—use rapid setting LIGHT SPEED INKS. Halftones print without loss of highlights or subtle shadings—solids print clean and smooth—screens and small reverses stay open. These revolutionary high polymer printing inks will help you deliver top quality jobs quicker. Available in black and all colors.

Lewis Roberts, inc.

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How a new shop is making money with an 18" x 25" SUPER Copease COPILITH OFFSET PRESS



Ray Lauria of
Cavalier Lithographers, Inc.



Fast, easy plate adjustment

No bolts or screws to loosen. Just a turn of a wrench adjusts plate sideways or diagonally for precision alignment. A real time-saver in color work.



Simple inking and damping

The touch of a finger regulates damping. With exclusive inking screw system you can regulate ink supply on any portion of the width of the image.

Business is booming for Cavalier Lithographers, Inc., in Larchmont, N. Y. "We started on a shoestring six months ago," said Ray Lauria, Cavalier partner, "and now we're picking up new customers every week."

When he started, Ray knew he needed a press that could do quality work fast. That could handle a wide range of jobs. And a press with a price he could afford. So he shopped around — until he saw the new Copease Copilith Super.

Compact Single Unit Design

Only 47" x 61", the Super does quality work (hairline register) at variable speeds up to 5,000 i.p.h. It weighs less than 65 lbs. per sq. ft. Inking and damping are fully automatic. Maximum image size is 17 1/8" x 23 1/2"; top paper size 18" x 25".

Plate changes take about one minute. Automatic suction feed and pull side guides assure perfect paper alignment. Dual loading and modified stream feeder keep operation fast.

Made by Master Craftsmen

Copiliths are shop-proved. They're built by Rotaprint, who originated small offset presses in 1927. "With simplified one-step controls, the Super handles like a duplicator," Ray Lauria said. "Down time is low and so's maintenance."

The cost? Only \$11,750 f.o.b. New York. That's why Copiliths are going into new shops like Ray's—and into lots of big plants, too.

COPEASE CORPORATION

Duplicating Division
425 Park Avenue, New York 22, N.Y.

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Duplicating Division, Dept. ML-6
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Please send me without obligation full information on Copease Copilith.

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TITLE _____

FIRM _____

STREET _____

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6 LEADING USERS TELL WHY



"improved tone reproduction"

"Boost exposure on CRONAR Ortho A for highlight drop out and CRONAR Masking Films have greatly improved tone reproduction. CRONAR Films have reduced costs and simplified our assembly, stripping and color correction operations."

ZABEL BROTHERS CO., PHILADELPHIA, PENNSYLVANIA



"dimensionally stable"

"Litho-Krome® requires dependable methods of color control. Dimensionally stable CRONAR Films have been an essential factor in our production."

LITHO-KROME CO., COLUMBUS, GEORGIA



"best emulsions"

"High-quality standards demand the best emulsions. DuPont's complete line on a single base—CRONAR Films—is our answer."

MUELLER COLOR PLATE CO., MILWAUKEE, WISCONSIN

THEY PREFER CRONAR® FILMS



"uniformity"

"The uniformity and dot etching qualities of CRONAR Litho Films saved us untold dollars over the past four years."

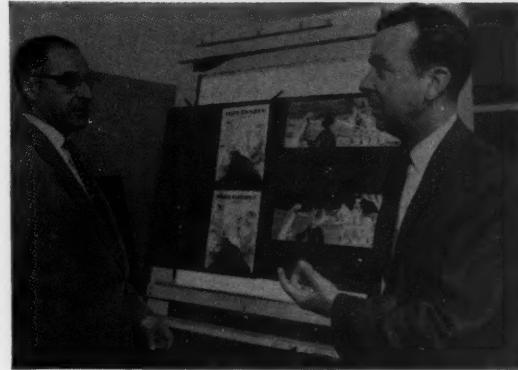
REPRO-ART CO., LOS ANGELES, CALIFORNIA



"complete line"

"We've found that Du Pont's complete line of CRONAR Films do outstanding work—from separations to masks to half-tones."

BELL-HORTENSTINE CO., CINCINNATI, OHIO



"service"

"We like Du Pont's service and technical assistance. This support plus a quality product are two reasons why we use CRONAR Ortho A."

WESTERN PRINTING & LITHOGRAPHING CO., POUGHKEEPSIE, N.Y.

CRONAR Films have met the approval of exacting cameramen, lithographers, engravers and gravure printers in leading shops everywhere. The emulsions are turning out superior results *on the job*, where performance really counts. And CRONAR polyester base is recognized as the most rugged dimensionally stable support ever developed. In short, CRONAR Films have been *proven in use*. A DuPont Technical Representative will be pleased to prove their advantages to you. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: DuPont of Canada Limited, Toronto.

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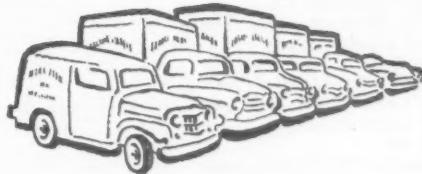
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PLAN NOW TO ATTEND

THE 28th ANNUAL CONVENTION AND EXHIBIT OF THE NATIONAL ASSOCIATION OF PHOTOLITHOGRAPHERS TO BE HELD IN THE CONRAD HILTON, CHICAGO, ILL.—OCT. 5, 6, 7, 8, 1960.

LIST OF EXHIBITORS FOR THE LARGEST NAPL EXHIBIT EVER.

- Addressograph-Multigraph Corporation
American Speedlight Corporation
American Type Founders Co., Inc.
American Zinc Institute
Amsterdam Continental, Types & Graphic Equipment, Inc.
Anchor Chemical Co., Inc.
Paul Anderson Manufacturing Co.
Ansco, A Division of General Aniline and Film Corp.
Atlas Stencil Files Corporation
Azoplate Corporation
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The National Lithographer
Natural Lighting Corporation
Nekoosa-Edwards Paper Co.
Norman-Willetts Graphic Supply Company
nuArc Co., Inc.
Ortman-McCain Company
Oxford Paper Company
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E. C. Palmer & Company, Division of Western Newspaper Union
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Polychrome Corporation
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RycoLine Solvent and Chemical Company
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The Separon Co.
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Van Son Holland Ink Corporation of America
Vari-Typer Corporation
Varn Products Co., Inc.
S. D. Warren Company
W. M. Welch Manufacturing Company
Western Litho Plate & Supply Co.
Western Newspaper Union
Western Paper of Omaha, Division of Western Newspaper Union

National Association of Photo-Lithographers

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exclusive
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of
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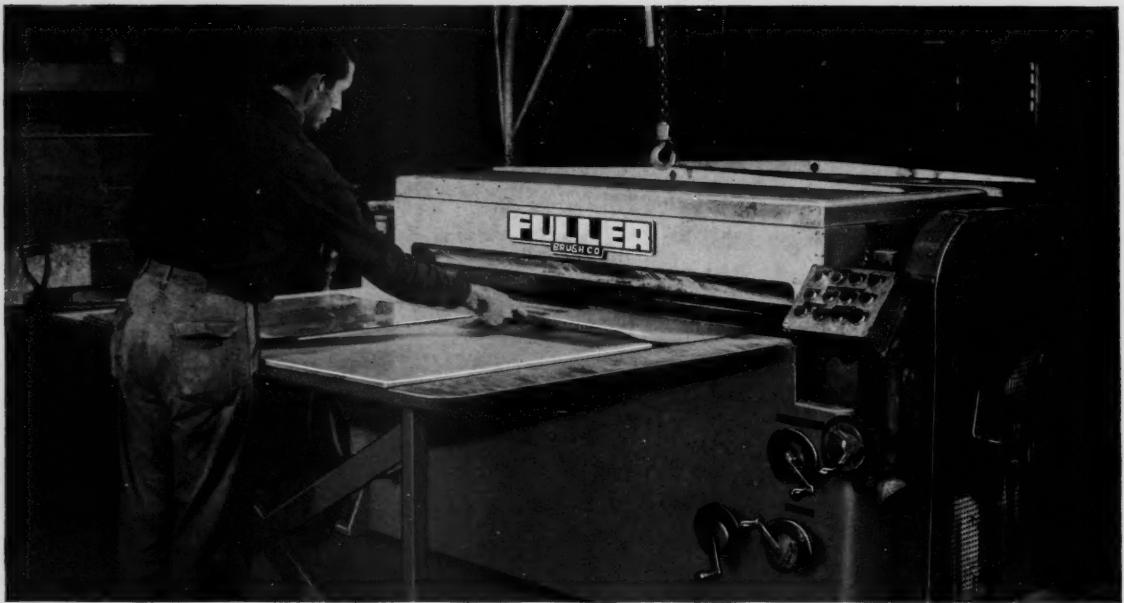
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Milwaukee
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Pittsburgh
St. Louis

Springfield, Ohio
New York City
Baltimore
Rochester
Philadelphia
Cambridge
Jersey City
Garwood, N. J.

SHAMROCK



Fast, Through-Feed Brush Grainer Delivers Litho Plates in 4 Minutes

PRODUCTION DATA

Graining Process — Rotary brushes scrub surface of aluminum plates with pumice slurry

Grain Quality — uniform, closer structure

Rate of Feed — 7 lineal feet per minute

No. of Passes — Two, for cross-graining

Average Time — 2 min.; total for both passes, 4 min.

Max. width of plate — 50", 62" and 74" (3 models) (Two or more small plates may be grained simultaneously)

Min. length of plate — 18"

Thickness capacity — .012 to $\frac{3}{4}$ "

Power Requirements — Six motors, totaling 15½ H.P. (20 $\frac{1}{2}$ H.P. for 74" model)

Brushes —

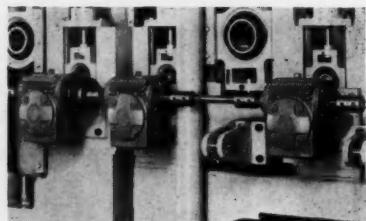
(2) Graining brushes, Type "C" Fullergrip, replaceable nylon strips

(2) Washing brushes, Type "A" Fullergrip, replaceable Brisstrand strips

Graining of aluminum plates has been speeded up by the continuous brush-graining process developed at Fuller Brush. The first machine was built as a result of experiments in handbrushed plates showing closer grain structure. The machine, using power-driven cylindrical brushes up to six feet long, scrubs plate surfaces with pumice slurry, then washes and dries plates, in an average time of two minutes. A second pass for cross-graining brings the total time to four minutes. The machine process steps up production over ball graining about four times, cuts labor about half, produces uniformly fine-grained, uncorroded plates that remain flat. To learn about the time and labor saving experiences of shops now using this machine, write us today.

FULLER BRUSH INTRODUCES TWO REFINEMENTS IN 1960 MODELS

1. Improved dryer utilizes low pressure, high volume, heated air to dry plates automatically.



2. More uniformity of grain because of new, positive and steady, gear drive.

MACHINE DIVISION of FULLER BRUSH

East Hartford 29, Connecticut

SMALLEST TWO COLOR OFFSET LOADED WITH BIG PRESS FEATURES

Full 20 x 26" Sheet Handled by New Miehle 25 Two Color

Latest press to join Miehle's modern line of offset equipment is the Miehle 25 Two Color... "the small offset with big press features." Except for the difference in size, the new press is identical to the famed 29 and 38 Two Color Offsets, and incorporates all of their proven advantages.

Sheet size of the 25 Two Color is from 11 x 16" to a full 20 x 26", with running speeds up to 7500 sheets per hour.

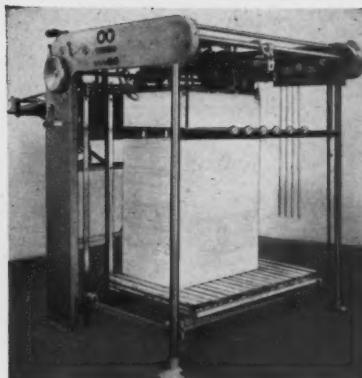


A Inserting sheet catcher in Continuous Delivery

Non-Stop Feeding and Continuous Delivery

This high production feature is standard on the new Miehle 25 Two Color... eliminates costly downtime when reloading or unloading.

At the feeder, the rods are inserted to hold the last sheets being fed (see picture B)... electric push button pile hoist is lowered... new skid moved in and run up... rods removed... and the new load is ready for feeding without a stop.



B Newly designed Non-Stop Feeder
with rods inserted

At the delivery the operator simply slides in the auxiliary sheet catcher (see picture A)... removes the load... pushes a button to run a skid board up into position... removes the sheet catcher... and the press keeps right on going.

Extra Work Space, Accessibility and Control

In this size range, only the Miehle 25 offers so much working space and accessibility (see picture C). With all controls and adjustments within easy reach the pressman has close control of all factors throughout the run.

With the Miehle 25 common impression design, (see picture C) each sheet is held by the same grippers assuring positive control throughout the printing cycle.

Swing Gripper In-Feed Gives Perfect Register At Any Speed

With this modern system of sheet feeding you makeready at slow speed and run the press up to production speed with the assurance that perfect register holds all the

way. The same is true with running different colors at different speeds... the Miehle 25 holds hairline register at any speed.

Large Form Rollers For Smooth, Even Ink Coverage

No other press of similar size can match the inking unit of the new 25, with four form rollers of different diameters. Whatever the job, close control and precision distribution are achieved for best results.

All rollers in both the inking and dampening systems are adjustable in minute degrees for exact ink-water balance... and all can be adjusted from outside the press, without stopping production.



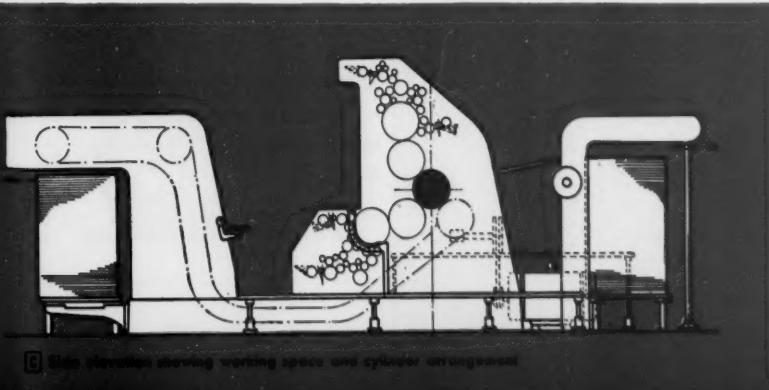
D Second Color unit opened for access to
plate and rollers

Complete Running Register Control on Second Plate Cylinder

Adjustable both across and around, the Second Color Unit Plate Cylinder can be set for hairline color register, from outside the press while running. Saves valuable set-up and production time.

In addition, the two color unit glides out of the way (see picture D) to give full access to the plate cylinder and the inking and dampening rollers for fast wash-up and changeover.

Get the full story on the Miehle 25 Two Color Offset... it offers so many "big press" advantages. See your Miehle representative today.



E Side elevation showing working space and cylinder arrangement



THE MIEHLE COMPANY

Division of Miehle-Goss-Dexter, Inc.

Chicago 8, Illinois



Article on Dermatitis

Dear Sir:

I am trying to locate an article which appeared recently concerning dermatitis in the graphic arts industry. Was this article printed in your publication?

If you are not familiar with this article, do you know where it might be obtained? Your cooperation will be greatly appreciated.

Penn R. Watson, Jr.
Wm. J. Keller, Inc.,
Buffalo

We have had no recent articles on dermatitis, however, we did run an article entitled "The Lithographer's Hand" in 1958, copy of which is enclosed. For more recent articles I would suggest that you contact the library of the Lithographic Technical Foundation.—Editor.

Brevities

WILLIAM C. BISHOP has been appointed sales promotion manager, international at A. B. Dick Co., Chicago.

KAREL NINEFF has started his own printing business in Cincinnati, Ohio, operating as the Spartan Printing & Lithography Co.

WILLIAM F. SOUDERS has been appointed sales manager, Azograph-spirit products for A. B. Dick Co., Chicago.

AMERICAN WRITING PAPER CORP., Holyoke, Mass., reports that during its annual two-week vacation shut down, July 4-18, it will carry on business as usual with its customers. Orders will be filled from stocks on hand.

BANKERS PRINTING CO., lithographic producers of checks and business forms, has added a camera department and platemaking equipment at its new Oakland, Cal. plant at 1001 Eleventh Ave. Oliver Beckwith is owner.

Meetings

Technical Association of the Graphic Arts, 12th annual meeting, Sheraton-Park Hotel, Washington, D. C., June 20-22.

International Association of Printing House Craftsmen, annual convention, Hotel Biltmore, Atlanta, Aug. 7-11.

Printing Industry of America, 74th annual convention, Sheraton Park Hotel, Washington, D. C., Oct. 24-27.

National Association of Photo-Lithographers, 28th annual convention and exhibit, Hotel Conrad Hilton, Chicago, Oct. 5-8.

National Metal Decorators Association, 26th annual convention, Shoreham Hotel, Washington, D. C., Oct. 17-19.

Lithographers and Printers National Association, annual convention, Arizona Biltmore Hotel, Phoenix, Ariz., April 30-May 3, 1961.

Web-Offset Section, PIA, annual meeting, Edgewater Beach Hotel, Chicago, April 19-21, 1961.

National Association of Litho Clubs, 16th annual convention, Dayton Biltmore Hotel, Dayton, O., May 4-6, 1961.

OXY-DRY INK OFFSET AND Blocking PREVENTER
ELECTRONIC DISPERSAL DRY POWDER SPRAYER

CAN **KNOCK** THE BLOCK OFF

any film or foil printing or converting process in the world

A fine, even coat of OXY-DRY ink offset prevention powder will knock the block off of any sheet or web of film or foil—at any point in processing from manufacture through printing or converting.

The most efficient, easiest-to-operate device for laying down the powder is the OXY-DRY ink offset preventer. OXY-DRY starch powder will increase the speed of ink set and drying and materially increase ink vapor evaporation. Where ink offset is a problem, as on most foil runs, nothing excels the OXY-

DRY ink offset preventer.

Would you prefer to call it "slippage"? To make positive sure your film or foil will slip or jog perfectly and convert without sticking in any way, from ink offset or blocking, add an OXY-DRY ink offset preventer.

Research note: Oxy-Dry has tackled the job of removing dry powder (and any other particles) from film and foil. Some remarkable results are assured with the OXY-DRY SHEET CLEANER.

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New Type-X Powerlith has the fastest lithographic emulsion you can buy. This faster film gives superior halftones because it requires less detail-destroying flashing.

Type-X was developed in the Chemco laboratories as a result of a major break-through in emulsion research. Now, thoroughly tested and proven, it is helping to increase the profits of lithographers everywhere.

Speed is only one of the advantages of Type-X. It has very wide latitude and provides an ex-

tremely hard dot. The very high orthochromatic character of Type-X makes possible maximum speed, efficiency and economy regardless of the lighting source used. It is particularly recommended for halftone exposures where both quality and high speed production are important. It is a perfect companion for regular Powerlith film which is well suited for line work.

Type-X is available in a full range of roll and sheet sizes. Ask for a demonstration in your plant... see what it will do for you.



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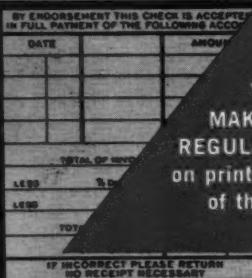
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STATIC ELIMINATOR

- Stops jam-ups . . . fast! Dependable
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it's not true...

★ That Sheridan bindery machines are built to suit the requirements of only the largest edition, publication or trade binders.

★ Nor is it true that the cost of Sheridan equipment places it beyond the reach of the smaller bindery.

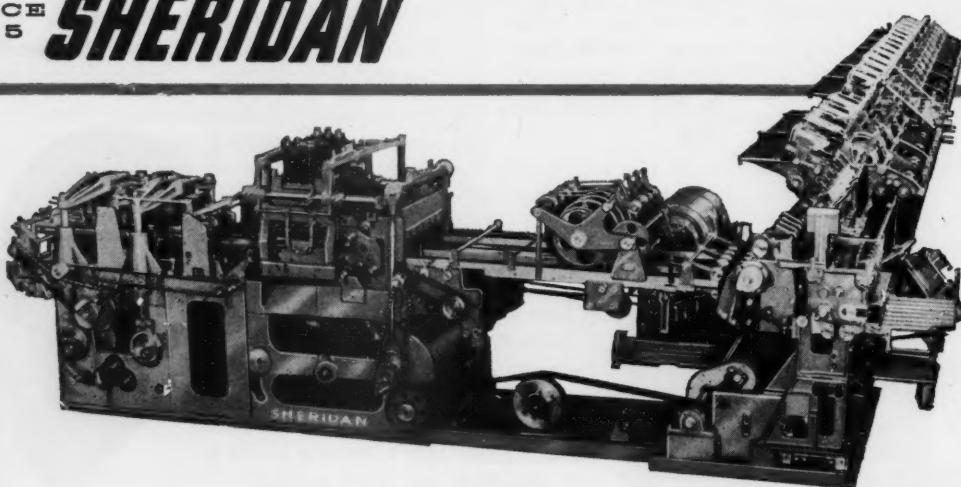
THE TRUTH IS ...

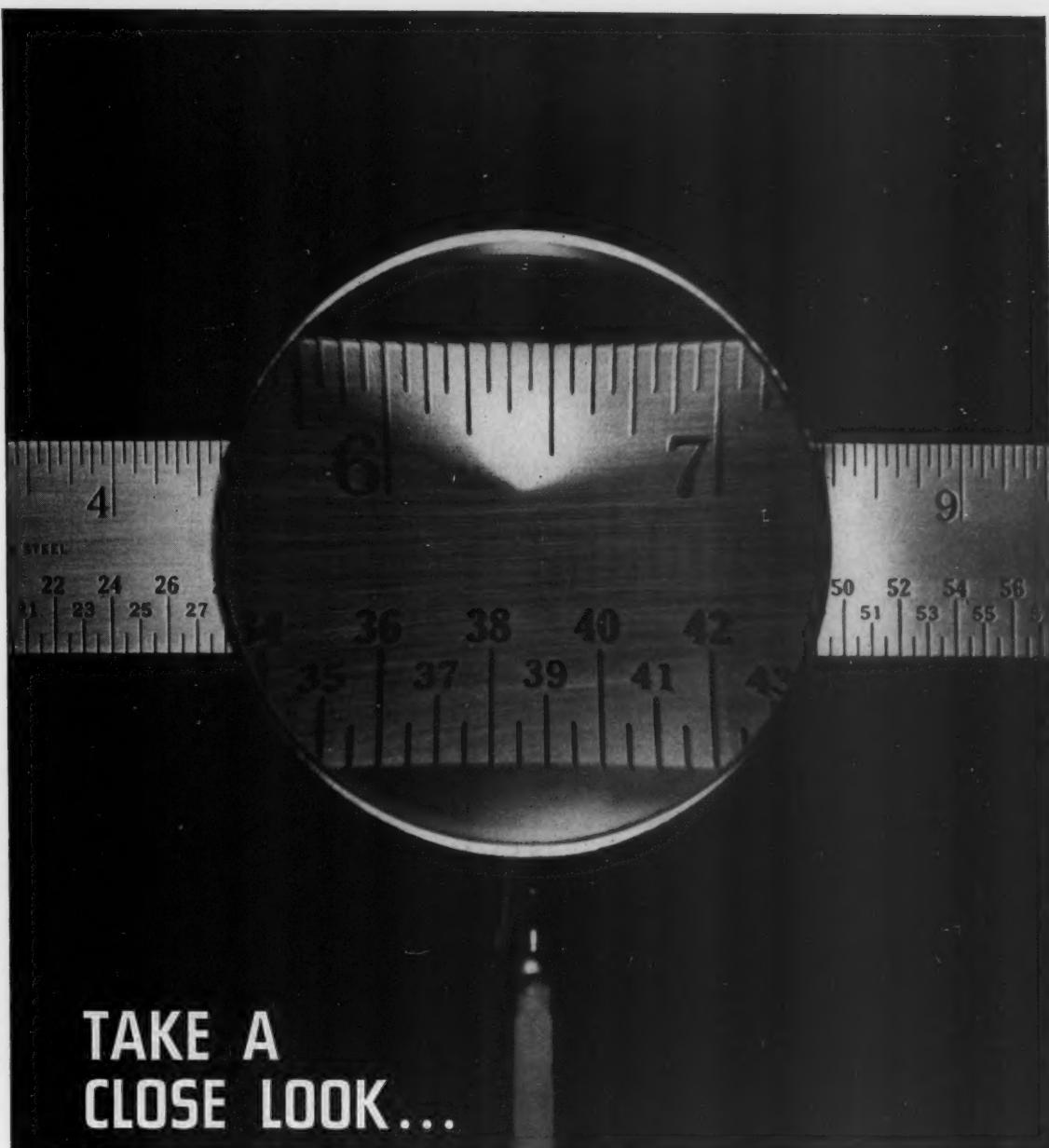
★ That Sheridan machines are built to satisfy the needs of all binderies, small or large, short run or long. The Sheridan automatic saddle binding equipment, for example, is available in a wide variety of combinations and sizes based on continuing industry-wide studies of bindery equipment and requirements.

★ Sheridan automatic saddle binding equipment is priced right in comparison with any other similar machinery available . . . and only Sheridan offers the added values of high hourly production for lowest cost/thousand, of a heavy-duty stitcher for higher product quality and lower operating costs, of quick-set adjustments for minimum change-over time that make short runs practicable and profitable.

So . . . before you purchase any equipment, call in your Sheridan representative. Get all the facts. Let him show you the right Sheridan combination for your needs . . . the way to increase profits. The T. W. & C. B. Sheridan Co., 220 Church Street, New York 13, New York.

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MODERN LITHOGRAPHY, June, 1960

NEW ANSCO PLESTAR

REPROLITH® ORTHO TYPE B

The Ultimate in a dimensionally stable graphic arts film

**PLESTAR IS AN ENTIRELY NEW CONCEPT IN A LOW ABSORBENCY
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For the first time, a superb new graphic arts film that combines the famous AnSCO Reprolith Ortho Type B emulsion with PLESTAR . . . a new solvent cast polycarbonate base that offers these unexcelled characteristics:

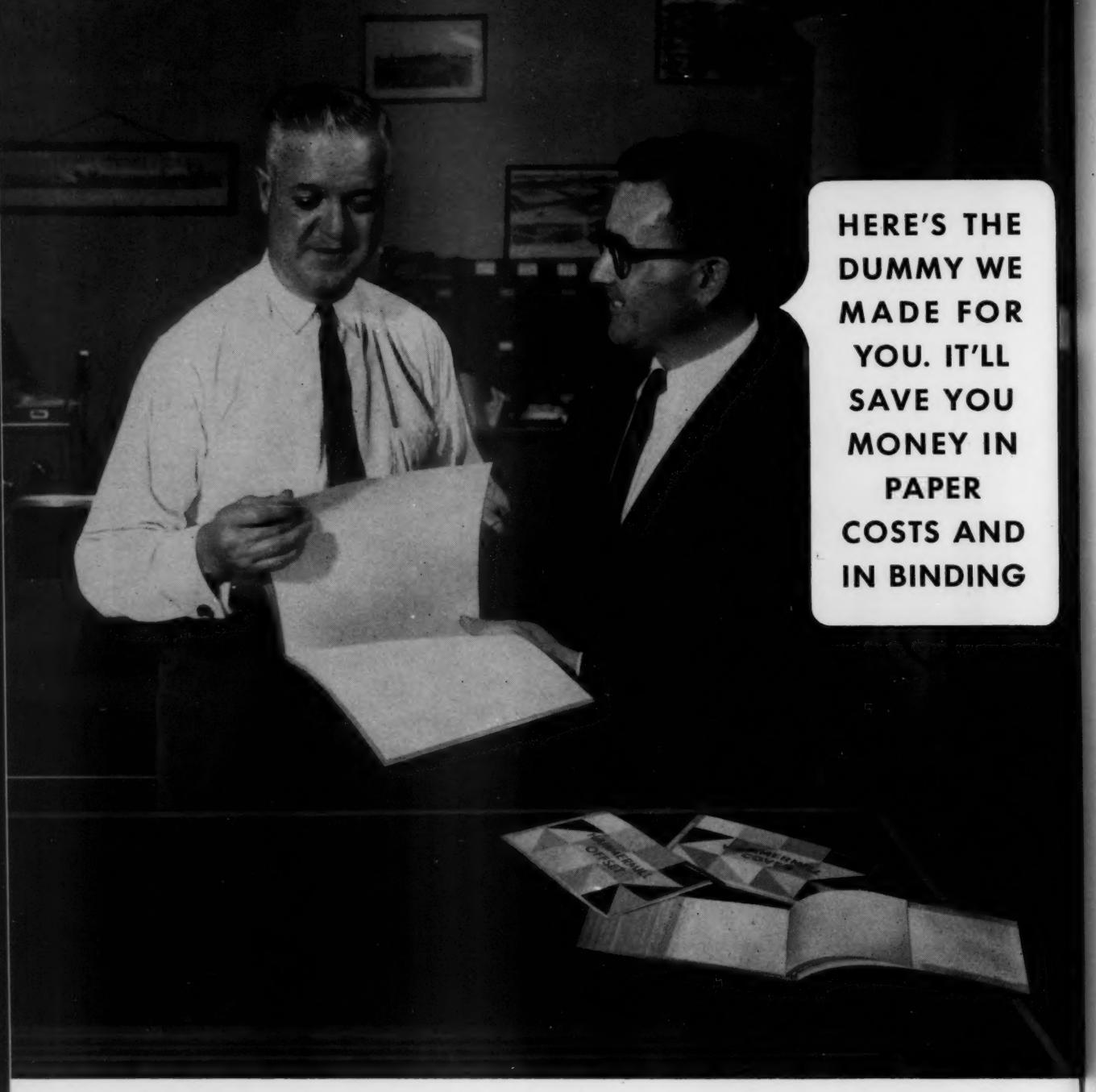
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DIMENSIONALLY STABLE FILM BASE



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MADE FOR
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SAVE YOU
MONEY IN
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COSTS AND
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Two heads are better than one. That's why this printer asked his Hammermill Merchant to dummy up an important job.

Now this printer has an extra sales point when he takes his estimate to his customer. He can demonstrate that the job will work. (He may even take the Hammermill Merchant salesman with him when he calls on the customer.)

Your Hammermill Merchant carries many brands and grades of paper, and he knows how to help you get the best results from the papers he has. Why don't you call him?

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COLORADO

Denver Carpenter Paper Company
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Hartford Henry Lindenmeyr & Sons
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IDAHO

Boise Zellerbach Paper Co.

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Chicago Bradner Smith & Co.
Chicago Carpenter Paper Company
Chicago Chicago Paper Co.
Decatur The Decatur Paper House, Inc.
Peoria Peoria Paper House, Inc.
Quincy Irwin Paper Co.
Springfield The Capital City Paper Co.

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Evansville The Diem & Wing Paper Co.
Fort Wayne Butler Paper Co., Inc.
Indianapolis Crescent Paper Co.

IAWA

Des Moines Carpenter Paper Company
Des Moines Western Newspaper Union
Sioux City Carpenter Paper Company
Sioux City Western Newspaper Union

KANSAS

Topeka Carpenter Paper Company
Topeka Midwestern Paper Co.
Wichita Western Newspaper Union

KENTUCKY

Louisville Southeastern Paper Co., Inc.

LOUISIANA

New Orleans E. C. Palmer & Company
Shreveport Western Newspaper Union

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MARYLAND

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Baltimore Baltimore-Warner Paper Co.
Hagerstown Antietam Paper Co., Inc.

MASSACHUSETTS

Boston Carter Rice Storrs & Bement
Boston Lindenmeyr Paper Co., Inc.
Springfield Carter Rice Storrs & Bement
Worcester Carter Rice Storrs & Bement

MICHIGAN

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Grand Rapids, Carpenter Paper Company
Lansing The Dudley Paper Co.
Saginaw The Dudley Paper Co.

MINNESOTA

Duluth Carpenter Paper Company
Minneapolis Carpenter Paper Company
Minneapolis Leslie Paper
Saint Paul Leslie Paper

MISSISSIPPI

Jackson Jackson Paper Company
Meridian Newell Paper Company

MISSOURI

Kansas City Carpenter Paper Company
Kansas City Midwestern Paper Co.
Saint Louis Beacon Paper Company
Saint Louis Tobey Fine Papers, Inc.
Springfield Carpenter Paper Company

MONTANA

Billings Carpenter Paper Company
Great Falls Leslie Paper

NEBRASKA

Lincoln Carpenter Paper Company
Lincoln Western Newspaper Union
Omaha Carpenter Paper Company
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NEVADA

Reno Zellerbach Paper Co.

NEW HAMPSHIRE

Concord C. M. Rice Paper Co.

NEW JERSEY

Hillside Henry Lindenmeyr & Sons

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Albuquerque, Carpenter Paper Company

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Buffalo The Alling & Cory Co.
Buffalo Hubbs & Howe Co.
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Miller & Wright Paper Company

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New York Bulkley, Dunton & Co., Inc.

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New York, Linde-Lathrop Paper Company

New York Reinhold-Gould, Inc.

New York, Union Card & Paper Co., Inc.

Rochester The Alling & Cory Co.

Syracuse The Alling & Cory Co.

Troy Troy Paper Corporation

Utica The Alling & Cory Co.

NORTH CAROLINA

Charlotte Caskie Paper Co., Inc.

Raleigh Epes-Fitzgerald Paper Co., Inc.

NORTH DAKOTA

Fargo Leslie Paper

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OHIO

Akron The Alling & Cory Co.

Cincinnati The Diem & Wing Paper Co.

Cleveland The Alling & Cory Co.

Cleveland The Petrequin Paper Co.

Columbus The Central Ohio Paper Co.

Dayton, The Jack Walkup Paper Co., Inc.

Toledo The Central Ohio Paper Co.

OKLAHOMA

Oklahoma City, Carpenter Paper Company

Oklahoma City, Western Newspaper Union

Tulsa Taylor Paper Company

Tulsa Western Newspaper Union

OREGON

Eugene Zellerbach Paper Co.

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PENNSYLVANIA

Allentown Lehigh Valley Paper Corp.

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Philadelphia The Thomas W. Price Co.

Philadelphia The J. L. N. Smythe Company

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Pittsburgh The Alling & Cory Co.

Scranton Megarree Brothers, Inc.

York, Andrews Paper House of York, Inc.

RHODE ISLAND

Providence Carter Rice Storrs & Bement

SOUTH CAROLINA

Columbia, Epes-Fitzgerald Paper Co., Inc.

SOUTH DAKOTA

Sioux Falls Leslie Paper

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Chattanooga Southern Paper Company

Knoxville, Southern Paper Company, Inc.

Memphis Tayloe Paper Company

Memphis Western Newspaper Union

Nashville Clements Paper Company

TEXAS

Amarillo Carpenter Paper Company

Austin Carpenter Paper Company

Dallas Carpenter Paper Company

Dallas E. C. Palmer & Company

El Paso Carpenter Paper Company

Fort Worth Carpenter Paper Company

Harlingen Carpenter Paper Company

Houston Carpenter Paper Company

Lubbock Carpenter Paper Company

San Antonio Carpenter Paper Company

UTAH

Salt Lake City, Carpenter Paper Company

Salt Lake City, Western Newspaper Union

Salt Lake City Zellerbach Paper Co.

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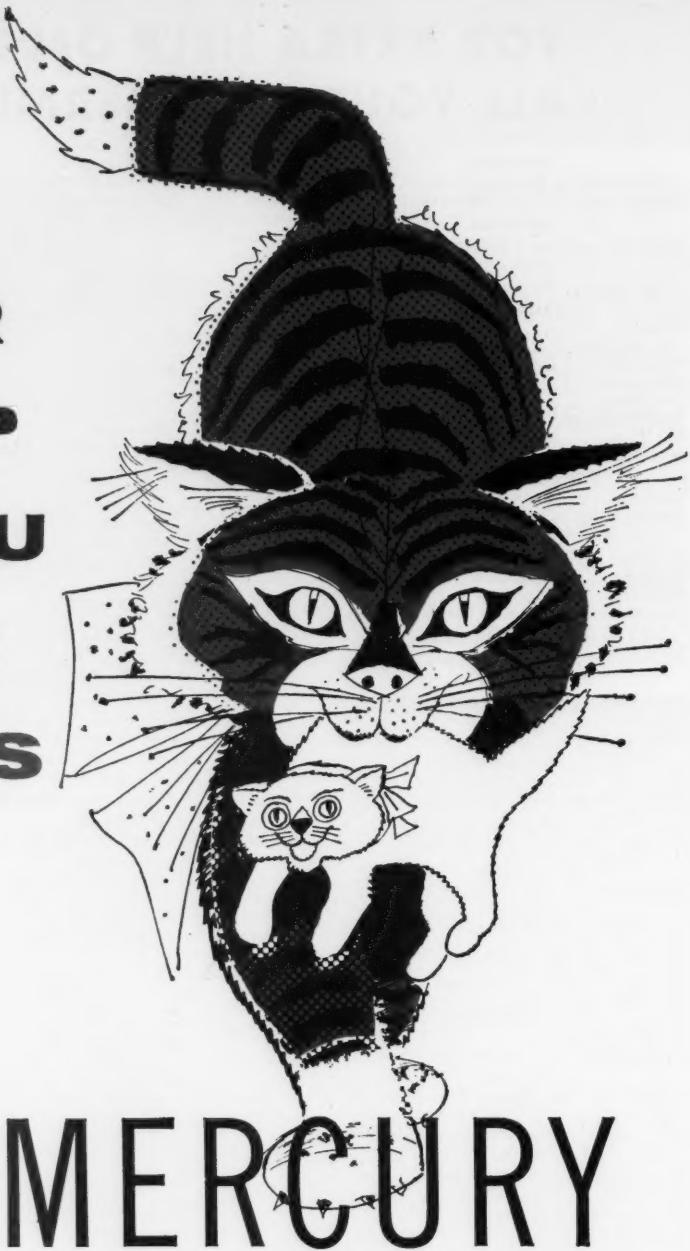
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"Your dummy helped land the job.
Thanks! Here's the paper order..."

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WASH-UP
WHEN YOU
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ROLLERS and BLANKETS

These rollers and blankets wash up *fast*—because inks won't dry on them or be absorbed. Color changes are simpler because the ultra-smooth blemish free surface leaves no defects in which inks can "hide" during wash up—and they stay that way longer. Save time and headaches too. It pays to buy Mercury!

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EDITORIALS



Riding the Right Horse

JUST in case anyone investing in the lithographic industry should have any doubts that he's riding the right horse in the graphic arts race, let him consider a statement of Cyril Wildes, in his excellent analysis of the recent census, reported in full in this issue: "Whereas in 1929 lithography accounted for only 13 percent of all printed matter, it now accounts for more than 33 percent."

Mr. Wildes also observed that "Your industry gives ample evidence of moving with the expanding national economy . . . The printing industry has kept pace with, and is certainly influenced by, improvements made in the social and economic status of the American people.

It is comforting to be told again that the graphic arts field is one of the healthiest in the nation, and that there is every reason to believe that this growth will continue for many years to come.

New ways are being devised each month to improve the printing processes . . . to make them faster, more efficient and more productive. With this technological impetus coupled with an ever-expanding population, things seem quite rosy, in our industry, except for one thing—no one seems to have devised any sure-fire way to make a satisfactory profit!

Our First Buyers Guide

THIS issue of MODERN LITHOGRAPHY contains a special feature which the editors hope will be of interest—and use—to our readers. It is the special Buyer's Guide section. Our aim has not been to assemble the perfect directory, nor even the most complete or complex. Rather, we have directed our efforts at putting together a sensible listing of suppliers in a compact usable form.

In any project of this kind there are bound to be errors and omissions. These cannot be entirely

avoided. Our hope is that they will not be many or serious. The initial effort can never be much more than a trial balloon . . . something on which to build bigger and better lists in future years (which, of course, is our intention). It may be that certain categories have been included that have no real merit. And, more than likely, we have omitted some categories that would be useful to our readers. We have made, however, a serious effort to determine just what information would be most usable to our readers, and we hope we are not too far off base.

In any case, if you have a gripe about our first directory, or if we've left your name out, please let us know so that we can get things straightened out well before next year's copy goes to press. If you are a supplier, please note whether you *make* or merely *deal in* the products mentioned.

We are interested in learning whether our readers like the form of the guide, the arrangement of entries and the scope of coverage so that we may be guided by your comments in planning the 1961 edition. With these few apologies disposed of, we now ask you proudly to turn to page 65.

Quote of the Month

"Very few lithographers would admit not having what they consider to be an adequate cost system. Thus, if the industry knows its costs, what is wrong with profit possibilities? Do we flagrantly disregard our cost systems? Do we look upon them as a make-work, or WPA type of project? . . . There is no substitute for constructive selling. There is no substitute for the guidance of accurate and sound costing systems, and there is no substitute for the ability to say 'no' to a customer who wants a price concession which yields less than a normal rate of profit." —Oscar Whitehouse, in profit report to LPNA. (See page 38).

AMS Salvages 55 Million Sheets Of Paper Worth \$1½ Million

Recovery program, over six-year period, makes use of 95 percent of stock inundated by '54 Hurricane Carol

By **Mike Geary**
Washington Correspondent

IT IS not uncommon for the average taxpayer to view critically any government appropriation which may come to his attention and label it as just another way to use up the tax dollar. Few know, or are interested in knowing, how House or Senate committees may trim an appropriation bill to a point below bare requirements only to have it return from the floor trimmed still further. The taxpayer of whom we speak would probably also not be interested in knowing of the watchdog tactics that often go into play to protect his tax dollar, once the money is finally appropriated and expenditure is started by a specific agency or project.

This cost consciousness is not a request upon the agency but a matter of public law. Often government agencies are forced to utilize means and methods which would be unheard of in private industry, where tax losses are readily declared or insurance covers any reasonable business loss.

ML recently learned about a hitherto unpublished incident which is a sound example of the use by a federal agency of unusual means to make a considerable savings to the government.

The incident concerns the Army Map Service, which suffered severely when Hurricane Carol brought a tidal wave over an AMS paper storage warehouse in Providence, R. I., on Sept. 4, 1954. The warehouse was forced to evacuate at the last minute, since Providence had not been reported a danger zone for the hurricane.

Army Map Service is a Corps of Engineers agency

under the command of Colonel F. O. Diercks. It is charged with a world-wide mapping program and the reproduction by lithography of millions of maps annually. The vast amount of paper required by this agency necessitates storage at various points for strategic and transportation reasons. The Providence warehouse was operated in conjunction with the AMS Providence Field Office.

Two views of paper storage room at Providence show extent and severity of water damage.



A Half Million Dollars Worth of Paper Under Water

Of the million and a half dollars worth of high wet strength litho paper affected by Hurricane Carol, more than half a million dollars worth was completely under water as a result of a tidal wave. Completely inundated were the following:

Paper Size	Skids	Sheets	Cost to Govt.
22 x 30"	138	2,484,000	\$ 32,292.00
28 x 36"	270	2,430,000	48,357.00
30 x 45"	1122	10,098,000	303,949.80
40 x 45"	132	1,188,000	50,727.60
42 x 58"	243	2,187,000	13,724.00
45 x 60"	174	1,566,000	93,177.00
Total:	2079	19,953,000	\$542,227.40

Water from Wave 53 Inches Deep

The paper in storage was stacked on skids two and three high, and the height of the water, which remained for several hours after the wave subsided, was 53 inches. This water covered the bottom skid entirely and was lapping the bottom of the second skid. All of the paper was subject to extreme humidity conditions for several weeks thereafter.

Five days after the hurricane, a Report of Survey on damage was furnished the Commanding Officer, AMS. This report indicated the following:

	Sheets	Cost
Paper completely inundated...	19,953,000	\$542,227.40
Paper not completely inundated	34,916,500	\$942,745.50
Total	54,869,500	\$1,484,972.90

Colonel J. D. Abell, then Commanding Officer, AMS, being confronted with the possible loss of a million and a half dollars worth of map stock, called upon Lynn R. Wickland, chief, Reproduction Division (now chief, Department of Graphic Arts and Distribution, which encompasses the Reproduction Division), for help. Mr. Wickland recommended immediate testing of representative sheets from varying degrees of moisture throughout the warehouse, and on Sept. 17, 90,000 sheets of 30 x 45" paper were shipped to the AMS Base Plant in Washington for testing.

Separated, Restacked in Warehouse

Prior to shipment, this paper was dried by the best means possible in the warehouse, by being separated, shuffled and restacked on dry skids. Upon arrival at AMS, the paper was reshuffled, restacked and, when found to be sufficiently dry, tried on the press. Initial tests required considerable rehandling of the paper, but results were such that Mr. Wickland recommended that

Lynn R. Wickland,
chief Reproduction
Division, AMS.



the government attempt to salvage the entire warehouse full of paper.

Moving, Breaking, Reshuffling

Then started the enormous task at Providence of moving the skids about, breaking and reshuffling the stock and attempting to equalize the moisture content. The skids and wrapping in the center of the afflicted area were damp for several weeks.

Later, at AMS Reproduction Division, the paper was placed into production work. Generally the color of the stock was not affected except for stained edges outside trim range. Stability was highly erratic, ranging from good to poor register from one skid to another. Much of the paper had wavy edges or was stuck together at the edges and required rolling or fanning before the press run.

Over-runs were doubled when this paper was used, and an occasional job was discarded because of register problems, as the stability changed from color to color on the press run. All of the stock was used at AMS and not in outside contract work.

All But One Percent Salvaged

Of the 55 million sheets of paper, all but 150,000 were salvaged, or about 99 per cent. Approximately 95 per cent of the salvaged stock has already been used by AMS, with the balance still in production.

ML knows of no such large-scale salvage in the industry as that accomplished at AMS. Skeptical taxpayers should be comforted by this ingenious recovery program by AMS which saved 99 per cent of a \$1½ million inventory of paper. ★

This article is the second in a series of four which will review various activities at the Army Map Service. Next Month: Plastic Inks.



New NALC Officers: (l.-r.)
Smith, Fraggos, Goss,
Murphy and Harwood.

NALC Votes Dues Increase to \$3; Postpones Executive Secretary Plan

PROPONENTS of an expanded NALC won a partial victory late last month in Boston when the per capita tax was doubled from \$1.50 to \$3 a year. However, an accompanying recommendation that an executive secretary with a permanent headquarters be hired by the association was referred to committee after extensive debate.

These were the highlights as representatives of 30 litho clubs met at the Statler-Hilton Hotel May 19-21, for the 15th annual convention of the National Association of Litho Clubs. The NALC:

- Voted, 61 to 19, to increase per capita tax from \$1.50 a year to \$3.
- Referred to the long range planning committee a proposal that "when sufficient funds are available from a tax increase, a professional organization be hired to handle association

activities and provide a permanent headquarters for the association."

Reject PIA Proposal

- Rejected a proposal for cooperation with Printing Industry of America, by which NALC would have permanent headquarters in the PIA offices in Washington, D. C., and the use of a portion of PIA facilities, together with part of the services of an executive secretary. Bernard J. Taymans, PIA manager, presented a seven-page, itemized description of the proposed cooperative arrangement, with the advantages to be gained by it. The proposal, however, met with little enthusiasm on the part of NALC officers.
- Instructed the long range planning committee to consider the overall purpose of NALC, to examine the constitution and bylaws, with an eye

toward a complete revision, if necessary, and to suggest means of improving NALC services to member clubs. To this committee will probably fall the preliminary decision on hiring an executive secretary, or professional service, with final approval, of course, by the NALC delegates.

- Approved, by a close vote, a resolution opposing the operation of "open supplier hospitality suites" during convention business sessions. Opponents of the move declared that such matters should be left up to the discretion of local convention committees.

- Expressed the opinion that the one-hour three-way telephone hookup, which has been a feature of the last three mid-season council of administration meetings, be dropped at future sessions to trim the budget. J. Leonard Starkey, of the Dayton club,



Left: Saturday morning panelists handle a question Right: Moderators Materazzi and Beldotti with chairman Borden.

who inaugurated the idea as president of NALC, agreed that the telephone conference "has served its purpose and can now be dropped." He suggested further, that local clubs need send only one delegate to the winter meeting, to save local expenses.

Thus, the general tenor of the meeting, aside from the increase in per capita tax, was one of retrenchment. Several delegates suggested that the national association have a better idea of its finances and of its goals before launching any expensive projects or expanding current programs.

Money But No Man

It was generally agreed, before the convention, that an executive secretary was needed by the group, but that there seemed no easy way to obtain the funds to support such a move. When the convention adjourned, however, the NALC found itself in the position of having between \$6,000 and \$7,000 a year more money in its kitty, but with no ex-

ecutive secretary in sight.

As had been expected, most of the opposition to a dues increase came from several of the older, established East Coast clubs. Among them were New York, Philadelphia and Baltimore. Also opposed were the relatively new clubs in Shreveport and South Florida.

Delegates from these clubs expressed the view that the budget for NALC was not well planned, that the proposal to hire an executive secretary should be explored in much more detail, and that some thought should be given to the possible loss of litho clubs in the face of increasing taxes on them. As Irvin Bonn, of South Florida, said, "first we should resolve where we want to go."

Actually, the Chicago proposal to increase the per capita tax was only one of a group touching on the subject. Others, from Detroit, Milwaukee, New York, Dallas and Twin City, were withdrawn or rejected after approval of the Chicago plan. One proposal called for a graduated increase,

by 50 cent increments; another for a raise to \$4.

After a considerable amount of wrangling and parliamentary confusion, president Fred Fowler called for the group to consider the intent of the proposals and "not waste time haggling over the details." It was then that the roll-call vote approving the dues increase was taken.

Rae Goss, newly elected president of NALC, met with delegates from the dissident clubs Saturday afternoon, in an attempt to smooth over ruffled feelings and get them united behind the dues increase.

In messages directed to the various litho clubs in recent months, president Fowler had urged a vastly increased NALC budget of \$25,000, with \$9,000 allocated for the salary of an executive secretary, and with funds to come from a dues increase and from solicitations of litho firms in cities where litho clubs are in operation.

The permanent headquarters and
(Continued on Page 149)

Audience of delegates listens as . . .

. . . Rubenstein reads resolutions



The Gevaert Multimask System

A single mask that provides all of the corrections of the 3-mask system.

By **Herbert P. Paschel**
ML Technical Editor

SINCE color transparencies represent about 75 percent of the color copy submitted for reproduction, considerable effort has been spent devising masking systems to produce satisfactory separation negatives. In 1939, Hoeppner and Paschel¹ proposed the use of silver negative masks made by contact from the color transparency. According to the characteristics of the mask or masks employed, the Hoeppner-Paschel method provided either contrast reduction, color correction, or both. For color correction, the original proposal suggested masking filters complementary to the normal separation filters. This method was soon followed by a host of similar systems which differed mainly in the filters used for creating the masks and the corrections obtained.

Dr. Gaspar, inventor of Gaspar-color, approached the problem in somewhat greater detail with the use of colored masks. His premise was that a negative image (mask) in the same color density and gamma as one of the layers in the principal color transparency, when combined with that transparency would provide positive and negative images of the same layer. The two being opposites would cancel out, thus, in effect, eliminating that layer.

If two such masks were made in appropriate colors, one for each of two different layers, the combined effect would be to cancel out two layers and leave the third layer separable to a higher degree than otherwise.

Agfa Masking System

Dr. Gaspar's idea was the basis of a masking system introduced by Agfa (Germany), which involved the use of three specially coated color films called Kom-Bi films. These are similar to conventional multi-layer color films but differ in that they have only two color-sensitive and color-form-

ing layers. By the combination of the built-in color sensitivity and color formation, each of the three Kom-Bi films is capable of providing an opposite record of the scale of two layers of the transparency.

In practice, one of each type of Kom-Bi film is exposed in contact with the transparency and processed. Separation procedure involves registration of the mask with the color transparency and separating in the normal manner. The separation filter in each case is complementary to the layer of the tri-color original which has not been cancelled.

In reporting on the Kom-Bi system in 1955² this writer commented, "it does not seem unreasonable to suppose that further developments along present lines will evolve a mask which not only overcomes the unwanted dye absorptions of the multi-layer original but provides correction for ink deficiencies as well."

A single mask that provides all of the corrections of the three mask system would have obvious advantages. A single mask would eliminate many register problems—the transparency would not be disturbed after the initial registration of mask and color film. In addition, such a method would certainly cut down on working time and the amount of materials used.

Gevaert Multimask Method

Such a mask has been perfected and introduced by Gevaert Photo Producten, N.V., Belgium³, the firm that sponsored the original effort of Hoeppner and Paschel. The Multimask method was field-tested abroad and is currently in use in the European graphic arts industry. The company reports that it will be introduced to the U.S. market late in 1960.

The heart of the Gevaert method is Multimask Film—a specially prepared multi-layer color film coated on

a highly dimensionally stable polystyrene base. Each layer has a definite selected color sensitivity and inherent contrast. Color-forming components are different for each layer.

A cross section of Multimask Film, Figure 1, indicates the various layers. The uppermost emulsion is sensitive

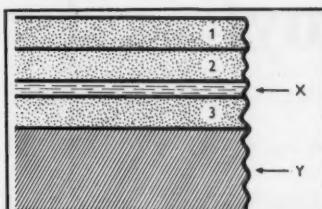


Fig. 1 - Section of a Multimask film
 1 = emulsion layer containing the magenta coupler, sensitive to blue and red.
 2 = emulsion layer containing the cyan coupler, sensitive to blue and green.
 X = yellow filter layer.
 3 = emulsion layer containing the yellow coupler, sensitive to blue and green.
 Y = film base.

to both red and blue light and results in a magenta dye image. The second emulsion layer, containing a cyan coupler, is sensitive to blue and green light.

Interposed between the second and third emulsions is a yellow filter layer. The third emulsion layer is sensitive to both blue and green light but, by the action of the intervening yellow filter, only green light is recorded.

Figure 2 shows how colors are recorded on the different layers of the film.

Also shown, (C & D) is the relationship between the Multimask and a set of silver masks. The magenta layer is similar to a silver mask made through a magenta filter. The cyan layer records densities in the same manner as a cyan filtered silver mask. Finally, the yellow layer records and corrects substantially the same as a green filtered silver mask.

Obviously, because of the colored images of the Multimask, the net effect when separating the combined mask and transparency for each color record is approximately the same as a single silver mask. Thus, the Multimask is the equivalent of a three-mask system.

Multimask film is versatile in that it can be used to make a mask by

COLOR ORIGINAL	MASK MADE BY	SEPARATIONS MADE BY
Transparency†	Contact	Contact
Transparency†	Contact	Projection—Camera
Transparency†	Contact	Projection—Enlarger
Transparency†	Projection	Camera back method*
Transparency†	Projection	Enlarger easel*
Reflection Copy	Projection	Camera back method*

* Requires pin register system and vacuum film holder.

† Transparencies may be either negative or positive. With color negatives, the procedure remains the same except that the separation positives are made on a sensitive material slightly contrastier than that used for separation negatives.

contact or projection. Thus, a transparency can be masked either by direct contact or by the camera-back masking technique. Enlargers with a vacuum easel can also be used. The ability to do camera-back masking extends the use of Multimask to making corrected separations from reflection copy.

Following exposure, the Multimask film is processed in four simple steps —color development, rinse, bleach-fixing and wash. When dry it is ready for use. From the combination of contact mask and transparency, color separations are made in the usual manner, either by contact or by projection, in a process camera or enlarger.

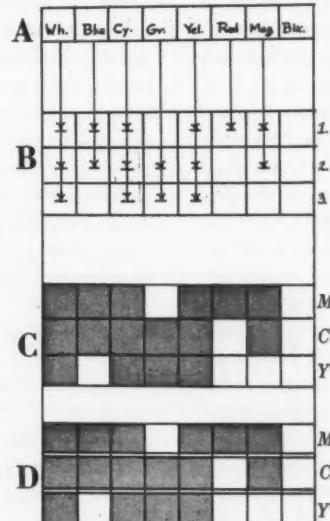


Fig. 2: (A) Original Colors (B) Action of light rays on different layers of Multimask film. (C) Emulsion layers after processing, showing densities recorded. (D) Densities recorded on a set of silver masks made through magenta, cyan and green filters.

Figure 3

SEPARATIONS MADE BY

Contact	Contact
Projection—Camera	Projection—Enlarger
Projection—Enlarger	Camera back method*
Camera back method*	Enlarger easel*
Enlarger easel*	Camera back method*

Camera- back or enlarger easel masking can also be used for transparencies, in which case the mask is made by projection and is registered in turn with the separation material. The various techniques possible with Multimask film are summarized in Figure 3.

On the basis of reports from the European users, the Multimask method is simple, dependable and offers a high degree of correction. One user furnished the writer with a set of proofs comparing the Multimask system with the conventional (silver mask) technique and scanned negatives. This particular comparison test indicated that the results obtained by the Multimask method were equal in overall quality of result to that obtained from electronically scanned and corrected separations of the same original.

If extended use substantiates the overall advantages and efficiency so far experienced, the Multimask method should prove a boon to the graphic arts industry. One of its outstanding virtues, if fully realized, is that it offers the possibility of using only one, single-mask technique for a variety of originals and separation methods.

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2. Principles of a New Masking System, Herbert P. Paschel. *Gravure*, April, 1955, p. 40.
3. Multimask: A new method of tri-color masking; Paul de Pelsmaker and P. Casier. Gevaert Photoproduction. (Paper presented at the 1960 SPSE technical conference, May 11, Santa Monica, Cal.) ★

Lithographic salesmen:

Know Your Enemy!

By *Paul L. Brink*

Haynes Lithograph Co.

TRULY there will be blizzards in hell when lithographers start uniting in any common effort, yet, haven't all of us at one time or another acknowledged our industry's most vulnerable weakness: namely, our susceptibility to being played one against the other? This divided front has cost us a lot of ground, particularly in the past dozen or so years during which gigantic chunks of once lucrative printing budgets were steamrollered into questionable television ventures that often were not nearly as productive ultimately as the printed campaigns they supposedly made obsolete.

TV Lunacy Has Run Its Course

This television lunacy has apparently run its course, no thanks to any particular effort on the part of the graphic arts industry, however. In its wake, it might be well to reflect upon the woefully weak and confused defenses we printers and lithographers offer against any well organized campaign to divert budget funds to competitive markets and dry up the demand for our product. The agony of it all is that we have by far the best story to tell if only we would stop trying to run line bucks at Big Daddy Lipscomb at no gain per play, while TV, radio and space are forward-passing the hell out of us.

In short, litho, letterpress and gravure salesmen are all too often found standing in line, hat in hand, waiting for a chance to sell their product to the assistant clerk in charge of typewriter ribbons. Television minded agency men, meanwhile, have bundled together a vast assortment of collective *non-sequitur*, splattered big lettering on some flip cards, and then proceeded to storm the heights of the biggest companies, telling their stories only to people at policy making levels. Result: all the budget money allocated to sound, sensible printed material is suddenly

withdrawn and thrown behind sponsorship of "Saddle-sore Sam . . . U. S. Marshal."

How To Shoot Ol' Sam

In order to shoot Ol' Sam out of the saddle, how many printing salesmen have studied printing success stories such as the beautifully executed Ford direct mail campaigns of the past two years? These are outstanding examples of what can be done entirely within the scope of the graphic arts. And lest TV tend to awe us with its glamorous potential, let's all try real hard to remember who sponsors our three favorite programs. Can't remember? Neither can the man on the street who represents the ultimate consumer these same sponsors are trying to reach at great cost through television. In many instances, we printers and lithographers have a great deal more to offer this sponsor for considerably less money.

To expect advertising agencies to carry the ball for us in this situation is about as realistic as asking a Harvard man to lead the cheering for Yale. In line with most agency-client commission setups, any ad man who would try to talk a well heeled client out of a TV venture, howbeit mediocre, and into a printing venture, howbeit excellent, would be looked upon by his contemporaries as a likely candidate for the funny farm. To agencies, TV is clean, fast and big loot; printing is messy, slow and hard earned dough by comparison. Let's face it, fellow salesmen, we've got to sell this story ourselves—and not to the assistant clerk in charge of typewriter ribbons, either.

Why not, for instance, drive home some facts from the previously mentioned Ford campaigns? The initial program in 1959 resulted in nearly a million and a half write-in requests for a 96-page "New Car Facts" book which, in turn, did a strong selling job for Ford. This

Our Target: *The man who is getting rating figures and "exposure" for his TV advertising dollars, instead of increased sales . . .*

same campaign, just getting into high gear for 1960, *has already produced over a million requests for the 1960 version of the same book*. And the most amazing thing about it all is that this particular book is not free. To get it, each recipient had to send in a dime. In other words, this campaign—utilizing graphic arts as the prime mover—yielded Ford a superbly accurate list of people vitally interested in new cars. It also placed a selling message of highest caliber in the hands of the people Ford most wanted to reach. Furthermore, it underwrote a big chunk of its own cost and enhanced its own authenticity with the 10-cent cost attached to it.

Only the Printed Word Will Do

This type of selective audience can be reached only by the printed word, although we as an industry have done a rather timid and haphazard job convincing clients of this. For many years television peddlers dazzled big advertisers with fabulous “exposure” figures printed in three-inch letters on flip cards. Most target companies took the bait and, in all fairness, many of these companies prospered as a result. Quite a few, however, are now discovering that “exposure” is not necessarily audience.

“Exposure” may be the guy in the bathtub with the set turned on in another room. “Exposure” is the great American family whose members instinctively transfer their interests to newspapers, the bathroom or conversation as soon as the commercial starts. “Exposure” is the expensively produced product plug that gets sandwiched between an aspirin screamer and a deodorant stomach-flipper replete with armpits. And “exposure” is the old man raging and fuming at the kids’ rock and roll program and, conversely, is the wife and kids packing to go home to mama because the old man is getting soosed while watching the ball game.

True, a lithographed piece can very well be delivered into some hostile atmospheres, too, but where it is purely expendable the cost is far less. Also, chances are it will remain somewhere about the house for a few days where it might deliver its message to the person who counts when the mood has softened a bit. Can this be said of television, where an entire budget often rides on a one-shot spiel that can be all but completely negated by a dull performance, a nervous announcer, or an argument in the living room?

This is but one of many tangible graphic arts points that can be made when disposition of an advertising budget is under consideration, but these points must be made *before* all the dough is shot on Ol’ Sam, leaving only dry bones for printers to pick over for another year. Each advertiser has a medium that works best for him and, in all honesty, if television is that medium, the chances that he will give up a nickel’s worth of time for a single printed piece are nil. Why? Simply because that medium has paid off for him.

However, before we forfeit the entire market to TV let’s give proper consideration to the legions of advertisers for whom television has *not* paid off. The list of

Paul L. Brink



flop shows and financial fiascos since television began would occupy a lot more space than the list of successes. Every one of these flops was dearly paid for by some company or other who could hardly call these debacles promotional successes. For at least a brief interlude while the taste of gall is still fresh, shouldn’t *they* be told our story?

‘How Many for How Much’

Or, strangely enough, the fact that a sponsor has a successful show on television doesn’t necessarily mean that he is having a profitable promotion. The automobile companies, for instance, have found television can be disappointing when it gets right down to “how many cars sold for how much money spent.” Shouldn’t *they* be told our story?

Wouldn’t it be interesting to try to find out how many sales of Fords resulted from the Ford campaign in relationship to the money spent, then compare the result with, say, Buick’s sales as a result of the much publicized Jackie Gleason contract of a couple of years ago? Or might it not be worthwhile to check up on just how many people actually “Took Tea and Saw” for how much spent? Surprises are guaranteed for anyone who starts pursuing this course and in the bargain he should pick up some new confidence in graphic arts as a prime mover of merchandise.

Let’s face it: Television is great; it can be mighty entertaining; it can sell a lot of merchandise; it can do a lot of things. But there are also a lot of things it cannot do and a considerable amount of merchandise it cannot sell.

To those advertisers who swear by it and the job it has done for them: *c'est la vie!* . . . To the errant souls who strayed into it, got burned and have returned: welcome, brethren, back into the fold. . . . To the borderline case who is uncertain; who is getting rating figures and “exposure” for his advertising dollar instead of increased sales: let’s make him our collective target for this year. And let’s concentrate on getting a realistic share of his budget back into the industry *first*, and fight over who can get the printing and lithographing business later. ★

Profits Make A Modest Comeback

'... but still nothing to brag about'

By Oscar Whitehouse
Executive Director
LPNA

WHAT happened to profits in the lithographic and printing industry in 1959? Were profits better than they were in 1958? Were they the same or did they decline? And just as important—or perhaps more so—what is the picture for 1960 . . . will it be a good profit year or a bad one for our industry?

You will recall that at our convention last year we presented the report of a preliminary survey of net profits after taxes as a percent of sales and as a percent of net assets. We were unpleasantly shocked when we saw that our net profits after taxes were approximately 2.6 percent on sales and 6 percent on net assets. It was hard for us to believe that they were so low, but later studies confirmed the preliminary report.

This year our preliminary survey was enlarged to ask three questions:

1. The percentage change in dollar sales volume, with a firm indication of the increase or decrease.
2. Percent of net profit after taxes on sales and whether this was an increase or decrease over 1958.
3. Net profit after taxes on net assets.

As to the first question—did your sales in 1958-59 show an increase or decrease over 1958? Ninety-five percent of the companies responding indicated that sales increased in 1959 over 1958. The remaining 5 percent of the companies reported a decrease in sales over 1958. Taking the figures which were supplied, with proper weighting, the sample showed an average increase in dollar volume for 1959 over 1958 to be 9½ percent.

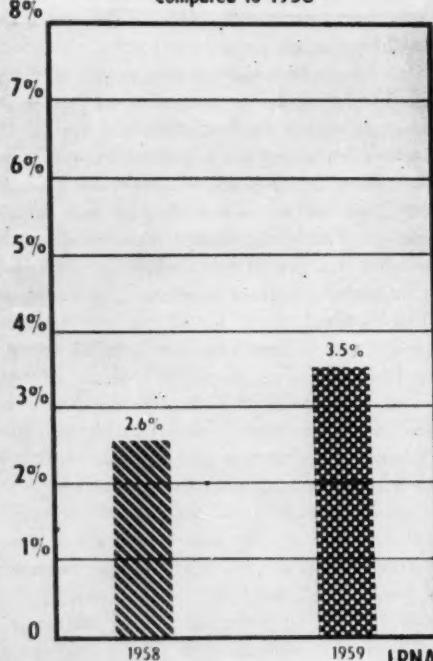
This would indicate that the graphic arts may have exceeded 4½ billion dollars in 1959. This is quite a substantial increase over a one-year period. But we must realize that the down turn in 1957 resulted in 1958 being characterized as a period of recession . . . hence, 1959 was a year of recovery, and this large gain becomes understandable.

From a talk given at the convention of the Lithographers and Printers National Association, Apr. 25, 1960, Boca Raton, Fla.

Fortunately for our industry, the rate of profit increase was greater than the rate of increase in sales. The survey of 1958 profits indicated a level of 2.6 percent net profit after taxes on sales. This year's profits are better but yet not good enough for this industry to be proud of or brag about.

The preliminary returns of our questionnaire indicate that for 1959 the industry earned on a weighted average basis, a net profit after taxes of 3½ percent on sales.

Profits After Taxes as a Percent of SALES
of Lithographers and Printers for 1959
Compared to 1958



This was an increase in the level of profits of approximately 34 percent, compared to 1958, as opposed to a sales increase of 9½ percent.

It is extremely interesting to break down the returns to the questionnaire: 67 percent of reporting companies indicated they had an increase in rate of profit; 8 percent indicated they had the same percentage of profits in 1959 as they had in 1958; and 25 percent indicated they had a decrease in profit percentage over 1958. In other words, 75 percent equaled or bettered their net profit rate after taxes as a percentage of sales in 1959 over 1958.

The LPNA sent to all of its members a more detailed report covering the operations in 1959. We urge that you participate in this more detailed study covering 1959 operations. This survey is completely confidential. The returns are to go to a national accounting firm and they will be tabulated by this company in order for complete privacy of response. We also ask that you indicate the principal product lines, in order that the national accounting firm handling it can give us some meaningful statistics regarding various product groups or segments of the industry.

Now, let us consider the return the industry made on net assets or, as more commonly termed, "net worth." Last year the industry earned slightly less than 6 percent

increase of only 1.7 percent in the actual level of net profits computed as a percent of net worth, it represents an increase over last year of approximately 28 percentage points.

Before we congratulate ourselves on this increase in 1959 over 1958, let us pause and consider two important factors. Most of the assets carried on our books and used as a base for computing profits on net worth or net assets are carried at price levels at time of purchase rather than replacement costs. As a result, the assets are understated, and this naturally inflates any percentage return. In other words, a plant which has a net asset value of \$800,000 carried on the books would probably represent on today's market a replacement value, or a current value, of well over a million dollars. Now, if that plant earned the average for the industry, or 7.7 percent on the \$800,000, it would net \$61,600 after taxes. This would be a return of only 6.2 percent on replacement costs or current value of assets, if you used the conservative base of one million dollars.

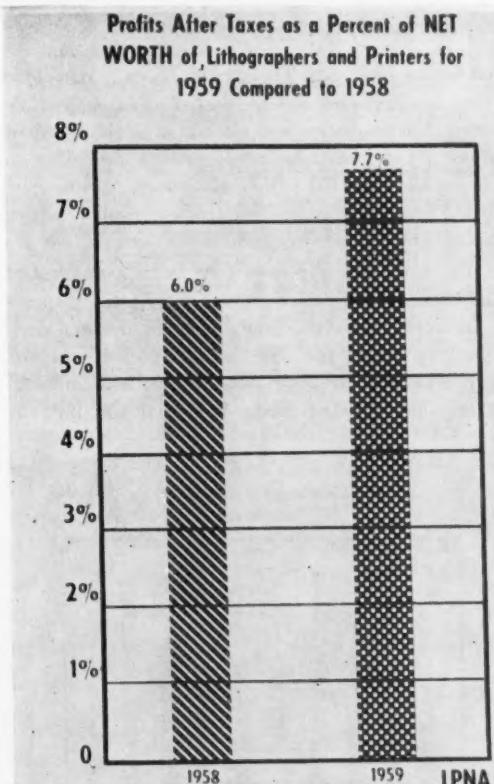
Then, too, because the charges taken for depreciation are based upon historical cost rather than replacement cost, profits tend to be overstated. In other words, when we look at the 7.7 percent return after taxes on net assets, it is an inflated figure.

Each year, if we were to be completely objective and scientific in our profit determination, we should credit some of the profit to inflation, pure and simple. Unless we adjust for our own personal satisfaction our book values to replacement cost and our depreciation charges to a level commensurate with these replacement costs, and compute the net profit as a percent of net assets on this basis, our return is somewhat fictitious. If this were done in our industry, profits might be lower—in fact, lower by some 25 to 40 percent.

It is lamentable that the House Ways and Means Committee has not as yet considered the replacement cost depreciation program, proposed by LPNA and several other groups at the last session of Congress, important enough to recommend the enactment of such legislation. This would have corrected to a large extent the distorted profit picture and removed a large part of the inflationary gap. We, and the other industries still feel that this is of such sufficient import that we are continuing our efforts to secure this much-needed reform in our tax legislation.

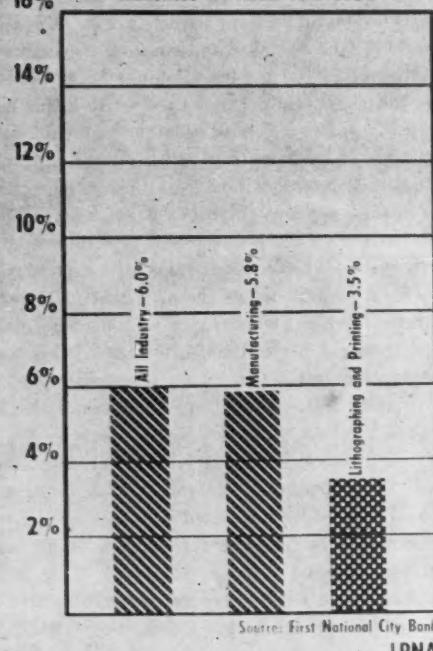
In all of the European countries which have made so much economic progress in the last 10 years, this type of depreciation is permitted, and we feel that it is only fair and just, and should be permitted in an economy which has had such rampant inflation as we have had in the past two decades.

How do we fare as an industry when we compare our results for 1959 with the all-industry group and with all manufacturing industries? In 1959 the all-industry group earned 6 percent after taxes on sales, and 9.8 percent after taxes on net assets. When you eliminate the non-manufacturing group and confine the comparison to manufacturing industries such as ours, the all-manufac-

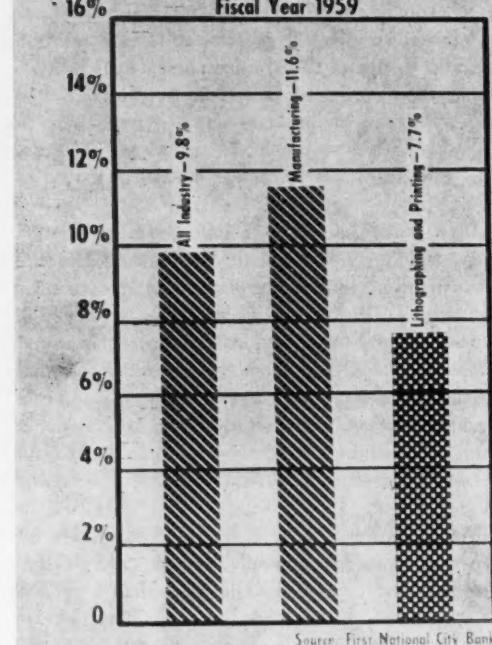


after taxes on its net assets. This year there was an improvement. The industry earned approximately 7.7 percent after taxes on its net assets. While this represents an

Profits After Taxes as a Percent of SALES
of Lithographers and Printers Compared to
All Industries and All Manufacturing
Industries Fiscal Year 1959



Profits After Taxes as a Percent of NET
WORTH of Lithographers and Printers
Compared to All Industries and
All Manufacturing Industries
Fiscal Year 1959



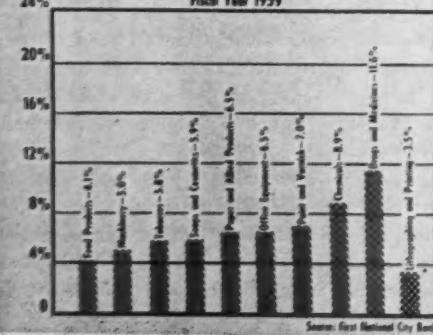
turing group earned 5.8 percent after taxes on sales and 11.6 percent after taxes on net assets. This compares most favorably with our all-industries' return of 3.6 percent after taxes on sales and 7.7 percent return after taxes on net assets.

Now let us examine a chart which shows what some of our good customer and supplier industries earned in 1959. There is one conclusion which we must reach after reviewing the profit return in our industry, even though it represents an improvement over 1958. That is, that we are just beginning to travel the long road to recovery. We are like a man who knows something is wrong with him and has been limping around not feeling too bad

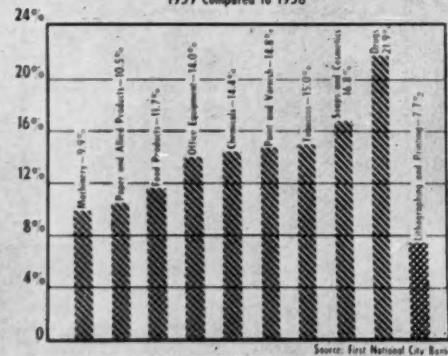
but not feeling up to par. The man has been in one clinic and then another, and still another, and in each clinic something new is discovered. He has a complication of infections. As a result, he needs several medicines to correct his ailments. His period of recovery can be long or short, depending upon his receptivity to medical advice and his adherence to the regimen of the doctor.

We, too, are beset and have been, with a number of ills—inflation, fear of empty presses, sharp pencils, speculative art work, unrealistic productivity figures and fictitious activity bases. We have heard “doctors” in our industry prescribe cures for these things, with unfortunately too little attention being paid to them. But our

Profits After Taxes as a Percent of SALES
of Lithographers and Printers Compared to
Selected Other Industries
Fiscal Year 1959



Profits After Taxes as a Percent of NET
WORTH of Lithographers and Printers for
1959 Compared to 1958



recovery, too, is dependent upon re-evaluating the advice given to us and the attention we pay to this advice—and the amount of attention and corrective measures we take will govern whether our cure will be long or short. Our recovery, then, is up to us, whether it is a long, hard, drawn-out ordeal or a short, fast recovery.

What about the economic climate in this period in which we are trying to recover? Will 1960—or the remaining two-thirds of it, be a good year for our industry or not? Do we have a chance to recover a good portion of it in 1960? So far as the first quarter is concerned, 1960 has been a paradox. Some industries have been operating at record levels of sales and profits; other industries have been extremely disappointed in their level of sales, production and profits.

After the steel strike last year there was a great optimism in business, and during this period of optimism a great many of the companies established their sales and production budgets. With an optimistic eye and pencil, some of them were excessive in their forecasts. And as 1960 developed the sales figures were, to those who were overly optimistic, somewhat disappointing. They were not disappointing from the standpoint of actual volume compared with 1958, nor with 1959 nor, for that matter, with 1957. They were disappointing from the forecasted sales and production budgets. This may be our economic salvation when considered in conjunction with the decline of the stock market which has been described as representing "the liquidation of inflation psychology."

These factors, combined, probably prevented a full-fledged boom from developing in the first quarter of 1960, when it appeared that a boom of substantial proportions was in the making. The experts now feel that the nipping of this boom in the bud, so to speak, will alleviate the necessity of a real adjustment period later this year or early next year. The balance of 1960 will be a good year. The demand for goods and services appears excellent. It will probably be no record year, but by all standards a year of active demand for goods and services—a year of reasonable profit-taking, and for most industries better than 1959.

Employment, after the curtailment in March because of storms and inclement weather which affected construction, should recover and reach nearly all-time highs.

Personal incomes should reach a high plateau. The prospects for industrial expenditures for construction and expansion are good, for only three of 15 major industries show a decline in new appropriations for 1960.

All of these depend primarily upon the inclination of the consumer to part with his money. The first quarter shows that the consumer was willing to part with his money, for department store sales were high. The consumer is very fickle, but as long as he thinks he is getting his money's worth he will spend.

For our industry this is a good sign. In spite of the fact that there are no common demand factors in the products we manufacture and they respond varyingly to the monies expended by the consumer, 1960 should be a good year from the standpoint of sales volume.

From the standpoint of profits there is a big question. This industry, through its associations and particularly through LPNA, has developed over the years the finest cost systems and budgeting procedures available to any industry of medium and small size businesses. Through the efforts of the cost committee, its bulletins and cost conferences, improvements in procedures are immediately made available to the industry. Very few lithographers would admit not having what they consider to be an adequate system. Thus, if the industry knows its costs, what is wrong with profit possibilities? Do we flagrantly disregard our cost systems? Do we look upon them as a make-work, or WPA project-type of function?

It would be over-simplification to say that our trouble is attributable to poor salesmanship. Perhaps some of it is, but the *real* underlying fault rests with top management. Too often it is panicked by the press of business into making hasty decisions—to give this concession or that concession in price. The fear of idle equipment, the woeful tales of competitive problems by salesmen and the inability to reconcile one's self to losing a job, replaces considered and sound judgment.

There is no substitute for constructive selling. There is no substitute for the guidance of accurate and sound costing systems, and there is no substitute for the ability to say "no" to a customer who wants a price concession which yields less than a normal profit.

These are the imponderables that, if solved in the manner in which they should be solved, can result in 1960 being a year of good profits for this industry.★

'... the real underlying fault rests with top management. . . The fear of idle equipment, the woeful tales of competitive problems by salesmen and the inability to reconcile one's self to losing a job, replaces considered and sound judgment.'

**Continued dramatic gains for lithography
are revealed in this report on the 1958**

CENSUS

By *Cyril M. Wildes*

Chief, Chemical & Wood Products Industry Div.
U. S. Bureau of the Census

NEARLY 100 years ago, as recorded in the Census of 1870, the commercial printing industry consisted of 609 job printers. These job printers received \$8½ million for their products. They employed 5,555 hands to whom they paid nearly \$2¾ million in wages. Their mechanical power consisted of 174 steam engines and four water wheels.

The latest Census of Manufactures, relating to the year 1958, showed the commercial printing industries (defined as including engraving and plate printing, lithographing, and letterpress plants) to consist of 18,000 establishments, employing 306,000 persons. For their products they received over \$4 billion.

My purpose is not to trace the history of the industry from 1870, but to tell you about some of the important developments in your industry, as measured statistically, that have taken place in the last few decades, and to some extent to relate them to other figures that might be helpful to you in analyzing the present and looking into the future.

I would like to congratulate your industry and express my sincere appreciation for the manner in which you cooperated in responding to the 1958 Census of Manufactures, as it pertains to the printing industries.

This was not an accident. It was the result of an active interest on the part of your executive director, Oscar Whitehouse, LPNA staff member Curran, individual members of your industry and Horace Hart, chief of the Printing and Publishing Div., Business & Defense Services Administration, who provided helpful technical assistance. These men, along with representatives of other national associations, sat down with me in July 1958 with the objective of rendering assistance in the development of a better statistical picture of your industry's operations from the 1958 Census of Manufactures. Also, and probably at least equally as important, was to make plans at

the same time for carrying forward into interim census years some broad product measures that annually would point the direction in which you are going. The intensive publicity program participated in by LPNA and the other national and local associations, together with the trade press, is making the program objectives obtainable. But we had to have a good product to sell. That good product was meaningful classifications for your printing. Our collective efforts apparently impressed you, as members of the industry, with the possible benefits that you would derive from the data assembled from the 1958 Census. I say this because we enjoyed such outstanding cooperation from your group. As a result, we were able to publish better statistics for your industry in preliminary form early in the publication program for all industries, and much earlier for your industry than you had ever had them before.

I am sure that this cooperation has paid off for many of you by making it possible for you to review your own business position with respect to the rest of the industry and to observe trends in important products, thus giving you a better notion of what you might expect as the market in future years.

Benefits of Census

Indirect benefits accrue to you by providing your suppliers with better knowledge about your activities. For example, the paper and paperboard industries want to know what kinds of products you produce, where and in what volume. The printing paper suppliers have spent thousands of dollars with us in the past for special re-tabulations of the data about your industry. This reflects an interest in being able to forecast the market for printing papers at their finer geographic levels such as states, or groups of counties making up marketing areas. As one paper industry representative stated: "Our interests in the printing industry are compatible with theirs because the better job we do in forecasting the market will be reflected in setting up production schedules and production facilities consistent with demand."

From a talk given at the convention of the Lithographers and Printers National Association, Apr. 25, 1960, Boca Raton, Fla.

There are three basic types of industrial statistics programs, and the printing industry will now figure prominently in two of them.

First, the Census of Manufactures taken every five years (years ending in 3 and 8) requires reports from all manufacturing establishments employing at least one paid employee, showing in detail such items as employment and payrolls, manhours, costs of materials, fuels, electric energy, dollar inventories of materials, work in process, and finished products, as well as the dollar value of products shipped including quantities, when feasible.

This we commonly refer to as the "benchmark" because it furnishes a comprehensive base to which other surveys may be related, and is the starting point in setting up other surveys. It is a basic market research tool and provides government, industry, private research groups and the student with the basis for detailed analysis of the composition and operations of the manufacturing segment of the economy.

Your industry reports in the Census of Manufactures, and it was in the 1958 Census that your product reporting requirements were substantially changed to make the product data more useful to you and to other users. If you have not received preliminary reports issued for the printing industries, you may receive them without cost, as printers reporting in the Census, by simply writing to the Bureau of the Census. You should identify the reports desired as "Commercial Printing (Industry 2751)," "Lithographing (Industry 2761)," and "Engraving and Plate Printing (Industry 2792)."

This 1958 Census recorded separately the commercial printing of about 40 separate products, and when distinguished by printing process used, the total number approximated 100 individual products. Each of these was carefully reviewed before listing on the questionnaire so that only products with minimum dollar aggregates would be requested to be reported separately. Of those products separately reported 28 were found to be produced in amounts between \$10 and \$50 million, and 26 at a rate of \$50 million and over. Some of the larger individual products recorded in the 1958 Census are the following:

BY LETTERPRESS PROCESS:

<i>Magazines and Periodicals</i>	\$480 million
<i>Manifold Business Forms</i>	\$206 million
<i>Other Business Forms, except</i>	
<i>Blankbook and Looseleaf Forms</i>	\$103 million
<i>Direct Mail Advertising Printing</i>	\$183 million
<i>Newspapers, Patent Sides, etc.</i>	\$145 million
<i>Custom and Stock Printed Flat Labels</i>	\$124 million

BY GRAVURE PROCESS:

<i>Magazines and Periodicals</i>	\$181 million
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BY LITHOGRAPHY:

<i>Direct Mail Advertising Printing</i>	\$268 million
<i>Other Advertising Printing</i>	\$209 million
<i>Display Advertising</i>	\$ 98 million
<i>Manifold Business Forms</i>	\$125 million
<i>Labels, custom and stock printed</i>	\$ 95 million

We believe that the information for each of the product categories is reasonably accurate, notwithstanding the fact that some printers found it necessary to give us estimates. In pointing out some of the more spectacular changes in the programs, we are able to tell you for the first time in the 1958 Census the amount of advertising printing, indeed a significant part of the printing dollar spent; the amount of label and wrapper production separately; financial and legal form printing; and manifold business forms in three separate meaningful categories.

Refined Breakdown Brings Problems

Singling out and defining specific products in the Census created two problems of ten associated with progress. They are: (1) the lack of comparable data at the same product level in the past, and (2) the suspicion cast upon comparability of combinations of items which should be comparable by definition. While point (1) is the kind of progress we like because it means we are keeping up with developments in the industry, point (2) is disturbing because there is no good way of making refined adjustments of data prior to 1958 to establish comparability at meaningful levels. This stems principally from the fact that when printers were not asked to report specifically defined individual products, they tended to show such printing receipts in combinations as "all other job printing" or as "not specified by kind." The evidence that this happened is pretty clear because these categories in the lithographing industry amount to somewhat over half of its printing receipts in 1954 and only about 12 percent in 1958, and over half of the 12 percent is properly reported as other types of printed products.

Letterpress and other processes, except lithography, fared somewhat better in reporting its products separately, but still reflected the same type of problem. The "basket" categories in 1954 amounted to nearly \$1 billion of the \$2.2 billion total of all products, or slightly more than 40 percent. Here again in 1958 real improvement was experienced because the amount of unspecified products dropped to 15 percent of the total.

The second major program in which your industry may expect to fare especially well is the annual survey of manufactures. Briefly, this is a scientifically selected sample of about 60,000 manufacturing establishments from a total of approximately 300,000 representing the entire manufacturing universe. The sample is designed so that there is representation from all manufacturing industries (including a sample of the 19,000 commercial printers).

The purpose of the annual survey is to bring forward each year between the five-year manufactures censuses the important measures of the Census such as employment, costs of materials, value added by manufacture, inventories, and shipments of broad classes of products, as well as total shipment of products by industry.

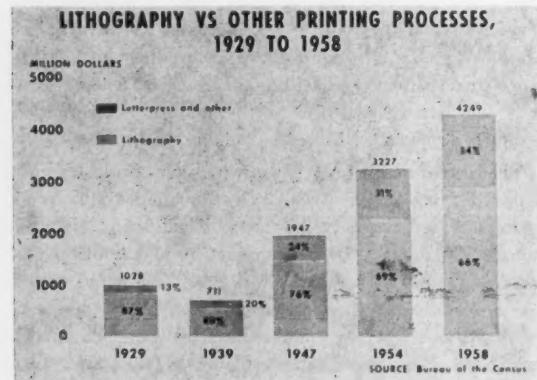
Product class information will be the large added statistical dividend for the printers from the annual survey. Since the inception of this program in 1949, the commercial printing industries have received little in

formation about their products. The 1957 product information, for example, consisted of total lithography, total letterpress and processes other than lithography, and engraving and plate printing.

In the review of the 1958 Census of Manufactures we made provision for 17 specific product classes (a product class is defined as a group of homogeneous products) in addition to setting up three product classes for the newly created manifold business forms industry. It is my judgment that you will receive this additional information with a small effort over and above that expended in filing the previous annual survey of manufactures reports—sort of an ounce of energy to a pound of product result.

The third type of program is designed to generate information on a monthly, quarterly, or annual basis for specific products such as found in the five-year Census. No such census program covers printed products. One very practical reason for the scarcity of current product statistics about your industry is that even a modest program is relatively expensive because of the large number of printing plants. Thus, it is beyond the reach of most available resources to do a scientific job of blocking out most individual products for recording production if representation is to be included for the smaller printers. That is why the annual survey of manufactures was selected as the most practical way of obtaining at least selected product guide lines between the Censuses.

Enough for the general background about Census programs and changes that affect your industry. In discussing the "growth pattern of the printing and lithographing industry," naturally the first thing to do is to look at the total receipts of the industry over as long a time span as the data will stand for reasonable comparability. In the first chart we have done just that; starting with 1929



for the printing industry as a whole, and as you will see, the bars have been marked to highlight the percentage of the total—which lithography and all other processes, except lithography, accounted for—in each of the "Landmark" (Census) years. Hereafter, I shall use the term letterpress for convenience only, to include all processes except lithography—thus gravure, screen, etc. are included.

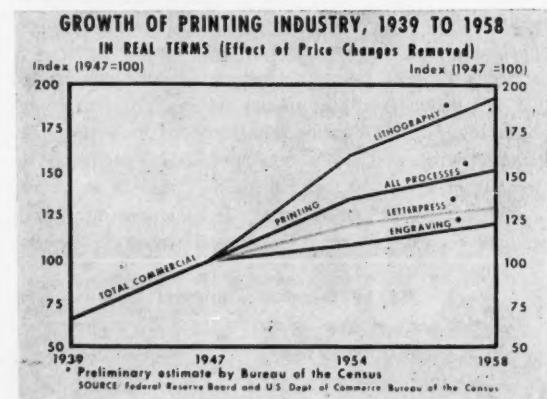
None of what you see here should come as a surprise to any lithographers. I imagine, though, that some groups close to the printing industry in one way or another may

not have realized that the lithographic processes have increased their share of the total, each Census year, as markedly as this since the so-called "Golden '20's"—from 13 percent in 1929 to 20 percent 10 years later; then to 1/4 of the whole just after World War II; to 31 percent in 1954; and now in 1958 to better than 1/3 of all U.S. receipts from commercial printing.

As a group you can, of course, take at least temporary comfort from this showing since commercial printing in total has been moving forward and lithography, in particular, has made spectacular gains. But, to be hardnosed about it, I believe that you will agree with me when I say that growth, only in the sense of moving ahead faster than competitive printing techniques, would not measure growth in the best sense of the term. In the first place, the figures in chart 1 are the total unadjusted receipts over this 30 year period and they are not, of course, adjusted for population growth during the period. Besides all that, we get no picture of how printing is making out in the unceasing competition for the consumer's dollar. So we need to make three adjustments in these figures before we can say there is any real "growth" in printing activity:

1. Remove the effects of price changes if at all possible;
2. Adjust the receipts to a per capita basis; and
3. Compare printing receipts against measures of general economic activity such as the level of income, consumer expenditures, and the like.

My next two charts represent attempts to provide more valid measures of how well the printing industry has been doing than we can know from uncorrected and unrelated receipts data.



This chart shows the growth of the printing industry since 1939 with the effect of changes in price removed. You will note that this is expressed in index numbers, with 1947 taken as the base of 100. Taking 1947 as the fulcrum, you can see pretty readily that lithography has nearly doubled in the post-war period. Another way to say it is that most of the three-times-and-better increase in total dollar receipts from lithography shown in the first chart was "real"—that is, price increases accounted for well under half the rise in dollar receipts since World War II. On the other hand, letterpress is shown to have increased about 30 percent in the same period when

price rises have been eliminated. When all processes are added, the increase is 52 percent.

Before I pass on to the next chart, showing printing vs. the economy as a whole, I shall say just a word or two on the difficult problem that statisticians, economists and market research people face when they try to find a satisfactory measure of printing activity in physical or constant price terms. You just can't measure out a unit or block of printing receipts and say, "This is a ton of printing"—or, "This comes out to a round dozen," or, "This equals a barrel of printing service." The printer just isn't in the same league (when it comes to simple counting with a common physical measure denominator) with the maker of bricks, or the refiner of crude oil—or the shirt maker.

What makes the problem especially hard to resolve is that the price of printing papers alone cannot be used—any more than ink, metal, plates or other materials can be counted upon by themselves to indicate how much of a change in dollar receipts was due to price changes rather than to volume of printing business conducted. Nor can the number of man-hours or electric energy be taken as a good index of the "physical volume of printing" for more than a short period. Technological improvements cause any adjustments using constant factors to lose validity over a period as long as 5, 10, or 20 years.

Even figures on printing paper production have their limitations as an index because they do not make allowance for the variables of printers' contributions by better use of plates, colors, etc.

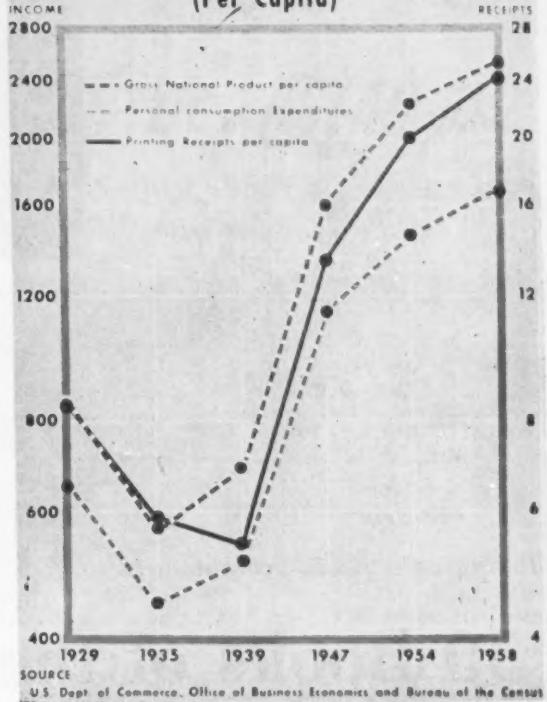
The Federal Reserve, Census, and the Bureau of Labor Statistics collaborated in developing indexes for 1954 relative to 1947 based principally on the 1954 Census of Manufactures. This chart takes that index of physical production for the printing industry as the point of departure for the 1958 estimates we have made.

My third chart shows printing receipts against national income since 1929, with both series in per capita terms. These are the original dollar figures—that is, they are current prices with no adjustment for changes in the price levels. In each case the line is plotted on a per capita basis.

The top line shows gross national product, which is the total output of *all* goods and services at current market prices, probably the most commonly used measure of the level and trends in our national economy as a whole. Here you see, looking at the left-hand scale, that from the depression market of around \$600 per capita, the economy has grown more than four times, or to something over \$2,500 a person. Remarkable as this may seem, you will see that printing receipts (right-hand scale) have more than held their own in the same period, climbing all the way from less than \$6 per capita in 1935 to better than \$25 in 1958.

The third line on the chart represents personal consumption expenditures—that is, everything in the economy except new construction, new machinery and equipment and inventory change, and government purchases of goods and services. You can see that this does not include

PRINTING RECEIPTS VS NATIONAL INCOME (Per Capita)

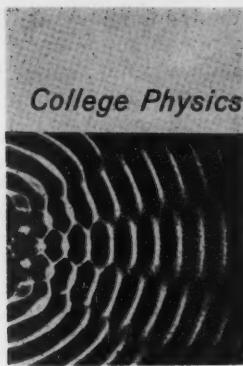
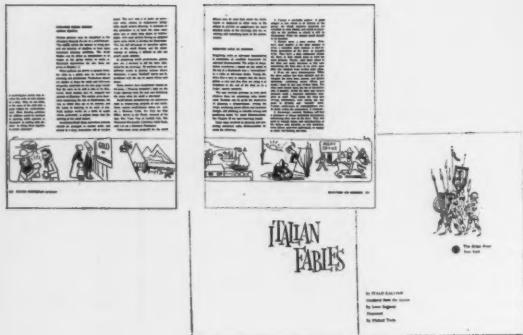


items generally referred to as capital formation, and here you can see that this over-all measure of the amount of money people spend, businesses as well as individuals, has not risen as fast since the depression as either GNP or printing receipts. To me this is perhaps the most significant single index I could give to you to answer the question, "Is the printing industry a growth industry?" The answer to that question is certainly "yes."

The definition of what is a "growth industry" varies all over the lot, as you know. The investment analysts will often look for growths such as "Twice the rate of growth shown by the economy as a whole,"—in other words, six, eight, or perhaps even 10 percent a year increases in the post war period. Such high annual growth rates, of course, will not as a rule be sustained by an entire industry for an indefinite period. So, many specialists in the field of industrial statistics, would be inclined to settle for a less spectacular rate—something like three or four percent annually (in real terms) if an industry can demonstrate its ability to keep growing at that rate year-in and year-out—come war or depression.

It is precisely that kind of steady progress which this chart shows the printing industry to have recorded over the past 30 years. Like some of the other progressive industries, yours is moving with the expanding economy. The printing industry has kept pace with, and is certainly influenced by, improvements made in the social and economic status of the American people.

(Concluded Next Month)



Lithography again prominent in

50 Books of the Year

FOR the third year in a row, in 1959, lithography made a fine showing in the 50 Books of the Year competition sponsored by the American Institute of Graphic Arts, New York. As was the case last year, more than 50 percent of the books utilized the offset process, at least in part, although the number of volumes produced exclusively by lithography dropped from 19 to 15.

Only a few years ago, according to ML's tabulations, letterpress accounted for about 70 percent of the winning books. In 1957 it was down to 52 percent, and dropped below 45 percent in the past two years.

Certainly this small sample cannot be projected to prove any overwhelming trend toward offset for books; the figures do serve, however, as another indication that the book field is one in which offset is more and more proving to be useful.

The 50 books for 1959 were shown for the first time on April 21 in New York, and will later be displayed at various locations around the country.

It is instructive to note that of the eight children's books honored in the

competition, seven used offset. Only two paperbacks were among the winners, and each of these used offset for the cover and letterpress for the text.

In the field of non-fiction, selection of both letterpress and offset was quite common, the former being used mostly for text, and the latter for illustrations, end-papers or covers. Of the eight texts, all but two used lithography, at least in part.

Here is the scoreboard for the past six years, as compiled by ML:

	LP	Comb.	Lith.
1959	22	13	15
1958	22	9	19
1957	26	14	10
1956	35	5	10
1955	38	5	7
1954	33	8	9

It seems obvious that offset is making gains in the book field in direct proportion to the use of color illustrations, fine screen halftones and special paper stock. Meriden Gravure Co. was the biggest winner in the offset field.

Among the comments from the 10-man jury were these:

• "In the case of fiction published in hard covers, one has the distinct impression of a dying world: the design of most of these books is perfunctory at best; the paper has an imitation thickness; the binding is of imitation cloth stamped with imitation gold; and the price is high."

• "But paperback books are something else again. In that field American publishers have developed an exciting new image for books since the war. Going to a bookstore regularly has suddenly become economically possible and visually stimulating."

The following offset companies figured in the production of all or part of 28 of the 50 volumes:

The Blind Men and the Elephant (Scribner's) Connecticut Printers; *The Five Rollatinis* (J. B. Lippincott) Affiliated Lithographers; *Italian Fables* (Orion Press) Silver & Co. Printers Corp.; *Jack and the Beanstalk* (Knopf) Reehl Lithographing Co.; *Little Blue and Little Yellow* (McDowell, Obolensky) Graphic Offset Co.; *Nu Dang and His Kite* (Harcourt, Brace) LaSalle Litho Corp.; 1, 2, 3, *A Book To See* (Pantheon) Graphic Offset Co.

The Circus of the Sun (Journeyman Books) Meriden Gravure; *The Collected Writings of Alvin Lustig* (Holland R. Nelson, Jr.) Drum Lithographers; *Doorway to Brasilia* (Falcon Press) Falcon Press; *Clavier-Buchlein vor W. F. Bach* (Yale) Meriden Gravure; *The Complete Greek Tragedies* (U. of Chicago) Photo-press, Inc.; *The Gardener's World* (Putnam) Halliday Lithograph Corp.

George Caleb Bingham: River Portraitist (U. of Oklahoma) Meriden Gravure; *Great Draughtsmen* (Harvard) Meriden Gravure; *The Incas of Pedro De Cieza De Leon* (U. of Oklahoma) Meriden Gravure; *Interiors Book of Offices* (Whitney Library of Design) A. J. Lipp Co.; *Mexican Manuscript Painting* (Yale) Meriden Gravure; *The Papers of Benjamin Franklin, Vol. 1* (Yale) R. Donnelley.

This Sculptured Earth (Columbia) Meriden Gravure; *St. Maxr and the Men Who Died* (Vintage Books) Philip Klein; *Sartre* (Yale) Philip Klein; *The American Republic, Vol. 2* (Prentice-Hall) Triggs Color Printing Corp.; *A-V Instruction: Materials & Methods* (McGraw-Hill) Copifyer Lithograph Corp.

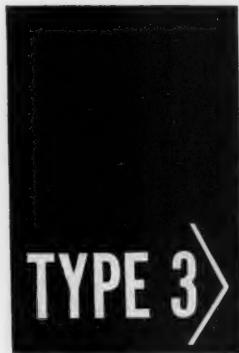
A Book of Prayer (United Synagogue Commission on Jewish Information) American Book-Stratford Press; *College Physics* (Harcourt, Brace) Reehl Lithograph Co.; *Organic Chemistry* (McGraw-Hill) Copifyer Lithograph Corp.; *The Science of Biology* (McGraw-Hill) Copifyer Lithograph Corp.★



There's more here than meets the eye

NEW KODALITH ORTHO FILM TYPE 3 *ESTAR* BASE

Now combined in one film . . . all the superior qualities you could ask for. Plus the predictability you can't do without. Order it from your dealer now.



The extreme-contrast emulsion with the remarkable sensitivity to handle any kind of copy, regardless of density range involved.

WIDEST LATITUDES

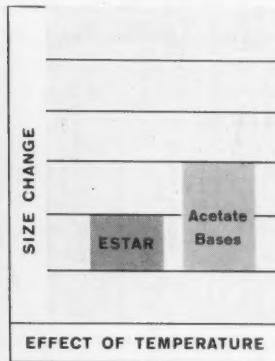
Exposure variations of one-half to twice normal are possible. Less critical development times, too . . . a leeway of 2 to 4 minutes!

SOLID DOTS

Solid clean through to the base. Can be safely etched to the finest pinpoint. No veiling, halos, or soft edges around Type 3 dots.

HIGH SPEED

Exposure of only 6 seconds at f/22 is possible with a same-size line subject illuminated by two 35-amp arcs at 4 feet from the copy.



The new Kodak polyester base—flexible—with exceptional stability and superb emulsion adhesion.

TEMPERATURE EFFECT

This chart clearly demonstrates the stability of ESTAR BASE. It holds size two times better than conventional bases.

HUMIDITY EFFECT

Humidity variations have little effect on ESTAR BASE, as illustrated in this chart. Such quality simplifies critical register problems.



EASY TO HANDLE

Don't baby this film. It's tough, optically clear, resists kinks and abrasion, and dries rapidly due to the moisture-resistant base.

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Available with: 1000 watt Xenon Pulsed Arc Light Source

or: #302 500 watt enlarging lamp.

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Kong Litho Arts Co.
Kansas City, Mo.
Western Lithograph Co.
St. Louis, Mo.

C. F. Braun & Co.
Alameda, Calif.
Consolidated Vultee Aircraft Corp.
San Diego, Calif.

E. I. Du Pont de Nemours & Co.
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Write For Complete Literature

PHOTOGRAPHIC CLINIC

By Herbert P. Paschel
Graphic Arts Consultant



Some Comments on a New Laboratory

WITH understandable pride, the DuPont Photo Products Department recently opened a new, multi-purpose graphic arts laboratory in Parlin, N. J. (See May *ML*, page 55.) Designed to duplicate ideal shop conditions, the new laboratory will be used for practical testing of graphic arts products, training DuPont sales and technical personnel, and eventually as a demonstration center for acquainting customers with the photographic and control procedures developed by DuPont technicians.

No question but that this is a well-planned and well-equipped photographic installation. Ceilings and walls of all camera rooms are covered with non-reflective paint to reduce lens flare. Chemicals are prepared in a central distribution area from which working solutions are piped to all processing rooms. The humidity and temperature of all laboratory areas are controlled and may be varied to simulate any special conditions.

Process cameras include the latest models in both horizontal and vertical types—all automated to some degree. Light sources are on voltage-stabilized lines, and integrators are used to control exposures. Other instruments regulate processing times, agitation rate and drying conditions. Processing temperatures are held to within extremely close tolerances (one-half of one degree) by a regulating system developed by DuPont personnel. Finally, a variety of in-

It is impossible for Mr. Paschel to give personal replies by mail, but all questions will be answered in this column as soon after receipt as possible. The columnist also is available to the trade as a consultant for more complex litho problems.

struments are available to evaluate the finished result.

To this writer, the tour of these facilities was both interesting and impressive. But none of the control equipment and procedures came as a surprise. As a matter of fact, much that was shown has been available to the graphic arts, in some form or other, for 25 years or more. Even a cursory check of the literature will reveal the long history of many methods and control devices. Let's take a quick look at a few significant items.

MASKING: Color correction by means of photographic masks is undoubtedly older than the oldest craftsman still at the bench. Starting with its introduction in 1897 by Dr. E. Albert, the trade literature records method after method which have in common a lack of acceptance by the industry. And, surprisingly, some of the methods in use today are no more than revivals or modifications of methods long ignored and forgotten.

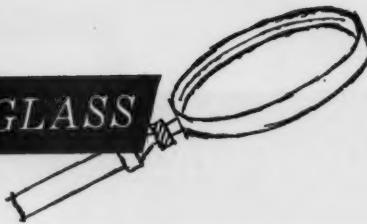
SCALE FOCUSING: Catalogs of 40 years ago show a variety of cameras that were available with scale or dial focusing. Obviously, scale focusing was known and in use even earlier. Based on observation alone, it is this writer's guess, however, that process cameras focused by eye still outnumber those with automated or scale focusing.

DIAPHRAGM CONTROLS: The inadequacy of the lens diaphragm ring to set the aperture to the precision required in line and halftone photography is, of course, obvious. As early as 1918 a complete system was introduced by Fletcher Douthitt for precision control in halftone photography. The Douthitt system comprised a bellows extension indicator with a series of interchangeable dials and a finely graduated lens scale. The device provided detailed information on screen distance and lens opening coordinated with bellows extension (focus). This was followed by a host of related systems such as Kintzler, Fruwirth, Gaebel, Newick, etc. Yet today over half of the process cameras are still operated without any means to set the lens opening other than the basic control supplied with the lens.

EXPOSURE INTEGRATORS: Prior to World War II, GE introduced an electronic exposure control that modified time in accordance with light fluctuation. Earlier than that, a number of firms marketed electrically

(Continued on Page 147)

THROUGH the GLASS



THERE'S many a lithographer, we'd guess, who's never been inside a music printing plant. ML visited one a few years ago and learned a lot of interesting things about the age-old process of putting music into print. In the old days, and still today, to some extent, the process involved the engraving of the music onto metal plate, using scores of special punches for notes, slurs, stems, etc.

Nowadays, photo-offset more often than not is used for ease and speed. A group of New York music critics got a chance to see both methods in a recent tour of the G. Schirmer, Inc. plant in Long Island City, New York. Fascinating accounts were published in the *New York Times*, *New York Herald Tribune* and other papers.

Schirmer, which publishes about two-thirds of all the music printed in the U. S., sometimes uses a combination of the ancient hand stamping process and modern offset to produce its music. A proof is pulled from the engraved metal sheet, then additional information (title, copyright etc.) is pasted into place and the finished sheet is placed before the camera.

A litho club looking for an interesting, off-beat trip, might look into a visit of this kind.

Lithographers who may have been bewildered from time to time by the technical language employed by speakers at meetings of the Technical Association of the Graphic Arts, will be happy to hear of an interesting development at the Washington meeting of the group this month. At the Washington Litho Club meeting June 21, a group of TAGA speakers will attempt to put the significance of the technical papers into lay language. Sounds like a good idea; one that might profitably be utilized in future

years whenever possible to tie in a litho club meeting with the TAGA sessions, so that us poor slobs who couldn't tell a spectral sensitivity from a left fielder, can find out what it's all about.

The billboard war in Chicago took another interesting turn last month. States Attorney Benjamin Adamowski announced that he's going to make owners of illegal billboards in Cook county surrounding Chicago toe the mark or else. A county zoning ordinance prohibits advertising signs within 300 feet of the right of way of any limited access road (expressway). In unincorporated areas Mr. Adamowski has jurisdiction for enforcement of the laws.

Mr. Adamowski says it won't be long now before "this scandalous blight will be removed."

He appealed to the public to report violations directly to him. Looks like no rest for the weary poster lithographers.

Lee Augustine, chairman of the participating membership committee of the In-



ternational Association of Printing House Craftsmen, and president of Printing Machinery Co., Cincinnati, addresses members of the Printers' Managers and Overseers Association of Great Britain last month. He presented a resolution of appreciation from his association to the PM & OA at the annual dinner dance of the British association. ★

"Look Snavely, when I said Ok to run your own wedding invitations I didn't mean four-color broadsides !!!





4-color offset reproduction from a color transparency by Paul W. Cloud. Courtesy Evans Case Co.



Lithographic Papers

LUSTERKOTE
OFFSET ENAMEL
CAMEO BRILLIANT
OVERPRINT LABEL
FOTOLITH ENAMEL
CASCO ENAMEL
PRINTONE LITHO
SILKOTE OFFSET

This paper is Warren's Cameo Brilliant - Gloss • Basis 25 x 38-80 (160M)

PAPER MERCHANTS

who sell and endorse

Warren's Standard Printing Papers

ALBANY, N. Y.	Hudson Valley Paper Company
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BIRMINGHAM, ALA.	Stanford Paper Company
BOISE, IDAHO	Sloan Paper Company
BOSTON, MASS.	Zellerbach Paper Company
BUFFALO, N. Y.	Carter Rice Storrs & Bement Inc.
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CHICAGO, ILL.	Franklin-Cowan Paper Company
CINCINNATI, OHIO	Crescent Paper Company
CLEVELAND, OHIO	Cashier Paper Company, Inc.
COLUMBUS, OHIO	Virginia Paper Company
CONCORD, N. H.	Southern Paper Company
DALLAS, TEXAS	Sloan Paper Company
DAYTON, OHIO	Chicago Paper Company
DENVER, COLO.	McIntosh Paper Company
DES MOINES, IOWA	Carpenter Paper Company
DETROIT, MICH.	The Diem & Wing Paper Company
EUGENE, ORE.	The Petrequin Paper Company
FORT WORTH, TEXAS	The Alling & Cory Company
FRESNO, CAL.	The Cincinnati Cordage & Paper Co.
GRAND RAPIDS, MICH.	C. M. Rice Paper Company
GREAT FALLS, MONT.	Olmsted-Kirk Company
HARRISBURG, PA.	Carpenter Paper Company
HARTFORD, CONN.	Western Newspaper Union
Houston, TEXAS	Newhouse Paper Company
INDIANAPOLIS, IND.	Seaman-Patrick Paper Company
JACKSON, MISS.	Chope-Stevens Paper Company
JACKSONVILLE, FLA.	Zellerbach Paper Company
KANSAS CITY, MO.	Olmsted-Kirk Company of Houston
	Crescent Paper Company
	Townsend Paper Company
	Virginia Paper Company
	Tobey Fine Papers of Kansas City, Inc.
KNOXVILLE, TENN.	Southern Paper Company
LANSING, MICH.	The Weisinger Paper Company
LITTLE ROCK, ARK.	Western Newspaper Union
LOS ANGELES, CAL.	Arkansas Paper Company
LOUISVILLE, KY.	Zellerbach Paper Company
LYNCHBURG, VA.	Louisville Paper & Mfg. Co., Inc.
MEMPHIS, TENN.	Caskie Paper Company, Inc.
MILWAUKEE, WIS.	Southland Paper Company
MINNEAPOLIS, MINN.	Nackie Paper Company
MONTGOMERY, ALA.	The John Leslie Paper Company
NASHVILLE, TENN.	Newhouse Paper Company
NEWARK, N. J.	Weaver Paper Company
NEW HAVEN, CONN.	Clements Paper Company
NEW ORLEANS, LA.	Henry Lindenmeyer & Sons
NEW YORK CITY	Carter Rice Storrs & Bement Inc.
OAKLAND, CAL.	Alco Paper Company, Inc.
OKLAHOMA CITY, OKLA.	Henry Lindenmeyer & Sons
OMAHA, NEB.	Hart Paper Company
PHILADELPHIA, PA.	Miller & Wright Paper Co.
PHOENIX, ARIZ.	The Canfield Paper Company
PITTSBURGH, PA.	Marquardt & Company, Inc.
PORTLAND, MAINE	Schlosser Paper Corporation
PORTLAND, ORE.	Zellerbach Paper Company
PROVIDENCE, R. I.	Western Newspaper Union
RENO, NEV.	Field Paper Company
RICHMOND, VA.	D. L. Ward Company
ROCHESTER, N. Y.	The J. L. N. Smythe Company
SACRAMENTO, CAL.	Schuykill Paper Company
ST. LOUIS, MO.	Zellerbach Paper Company
ST. PAUL, MINN.	The Alling & Cory Company
SALT LAKE CITY, UTAH	C. M. Rice Paper Company
SAN ANTONIO, TEXAS	Zellerbach Paper Company
SAN DIEGO, CAL.	Narragansett Paper Co., Inc.
SAN FRANCISCO, CAL.	Carter Rice Storrs & Bement Inc.
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	The B. W. Wilson Paper Company
SHREVEPORT, LA.	The Alling & Cory Company
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	The Beacon Paper Company
STOCKTON, CAL.	Tobey Fine Papers, Inc.
SYRACUSE, N. Y.	The John Leslie Paper Company
TACOMA, WASH.	Newhouse Paper Company
TOLEDO, OHIO	Zellerbach Paper Company
TROY, N. Y.	Shiner-Sien Paper Company, Inc.
TULSA, OKLA.	Zellerbach Paper Company
WACO, TEXAS	Zellerbach Paper Company
WASHINGTON, D. C.	Zellerbach Paper Company
WICHITA, KAN.	Louisiana Paper Company, Ltd.

EXPORT AND FOREIGN

TORONTO, CANADA	Bunting Reid Paper Co., Ltd.
NEW YORK CITY (Export)	Moller & Rothe, Inc.
20 countries in Latin America; West Indies, Philippine Islands, Hong Kong, South Africa.	20 countries in Latin America; West Indies, Philippine Islands, Hong Kong, South Africa.
NEW YORK CITY (Export)	Muller and Phipps (Asia) Ltd.
Belgian Congo, Hong Kong, Philippine Islands, South Africa.	Belgian Congo, Hong Kong, Philippine Islands, South Africa.
AUSTRALIA	B. J. Ball Limited
NEW ZEALAND	B. J. Ball (N. Z.), Ltd.
HAWAIIAN ISLANDS	Honolulu Paper Company, Ltd.



Warren's CAMEO BRILLIANT GLOSS

This insert is a lithographed demonstration of Warren's CAMEO BRILLIANT GLOSS, basis 25 x 38 - 80 (160M). CAMEO BRILLIANT GLOSS is a double-coated paper of exceptional brightness — suitable for de luxe halftone printing either by offset lithography or by letterpress. The pictures on the front and back of this insert demonstrate how effectively the paper accentuates the brightness of highlight areas and adds life to illustrations, whether in color or black-and-white.

CAMEO BRILLIANT is also available in the Dull finish and in the special finishes Saxony and Falmouth — in basis weights 70, 80, 100 and 120, and in cover and cover-bristol weights. The dull finish provides a non-glare background for pictures and type. The special finishes Saxony and Falmouth lend an embossed texture to lithographed prints.

* * * * *
Consult your Warren Merchant for local stocks of CAMEO BRILLIANT papers.

This demonstration was run offset from 150-line deep-etch plates, six up on a 35 x 45 press, at 4200 sheets per hour.

Write for free booklet — "How Will It Print by Offset"

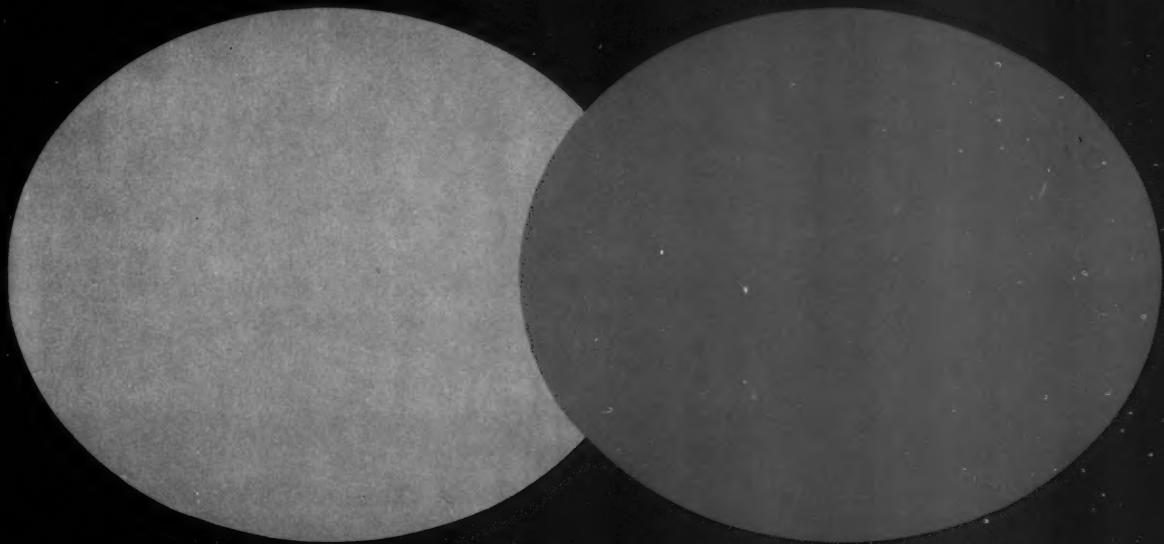
S. D. WARREN COMPANY • BOSTON 1, MASS.

REG. U. S. PAT. OFF.
[BETTER PAPER]  [BETTER PRINTING]
Printing Papers

NOW

*A Really Important and Revolutionary
Advancement in Printing Ink Making*

OFFSET PASTE GOLD!



Left hand oval is a single impression of Gans Coronet Offset Rich Gold. The right hand oval is a double impression of Gans Coronet Offset Rich Gold. Lithographed on a 29" Miehle. Available in Rich, Pale and Rich-pale Gold.

1 lb.	\$5.25 per lb.
5 lbs.	\$5.00 per lb.
10 lbs.	\$4.75 per lb.
25 lbs.	\$4.50 per lb.

All prices F.O.B. Los Angeles

Gans Coronet Paste Gold is not an imitation but real letter-press-type paste and varnish gold for all types of offset presses. Easy to run and readily accepts overprint.

GANS INK AND SUPPLY COMPANY, INC.
621 East Third Street • Los Angeles 13, California



THE "GOLDEN" AGE FOR OFFSET PRINTING

Gans Offset Coronet Paste Gold widely acclaimed by printers



PRINTERS AND LITHOGRAPHERS SINCE 1879
1808 WEST TWELFTH ST., LOS ANGELES 15, CALIFORNIA
DUNKIRK 5-8121

George Rice & Sons

March 15, 1960

Mr. Bob Gans
Gans Ink & Supply Company
621 East Third Street
Los Angeles 13, Calif.

Dear Bob:

Offset "gold ink" has always disappointed our customers.
Yellow ink, imitation gold ink--no combination works.
Letterpress gold ink has been far better.

After a year's use, we can say your Gans Coronet offset ink
matches any letterpress gold we have used in our eighty years
of printing. Everybody, even the pressman is happy!

Congratulations.

Sincerely,



SEE REVERSE SIDE FOR SAMPLE OF GANS OFFSET CORONET PASTE GOLD

GANS INK AND SUPPLY COMPANY, INC.
621 East Third Street • Los Angeles 13, California





Except for dark green, "paper picture" above made of Howard colors.

Color Guidepost to Business Efficiency

When used for business forms HOWARD BOND colors give at-a-glance directions that simplify the speedy routing of different forms—greatly expedites handling and filing. That is why HOWARD colors are among the most popular in American business today.

They enjoy other business uses, of course. Special letterheads. Bulletins. Announcements. Folders. Price Sheets. Reports. And for scores of other uses where you want a two-color effect at a one-color price, plus all the freshness and appeal of these attractive colors.

Your printer or paper merchant will show you the HOWARD BOND sample book including thirteen colors plus HOWARD's *whitest* white. It's well worth seeing, and very definitely worth using in many ways. ALL HOWARD PAPERS are quality controlled by *AccuRay®*

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Mimeograph

Duplicator • Posting Ledger • Du-All

Printed on Maxwell Offset



Basis 80—Maxtone Finish



Discoveries in American Art

...on Maxwell Offset

"Poor Man's Boats" is a favorite of artist Maurice Logan, Associate in the National Academy of Design and a dean of both commercial and fine art. Mr. Logan paints almost compulsively on weekends, after Monday-through-Friday duty as a partner in a commercial studio. He has created a heritage of western Americana—in watercolor and oil—with authority, with freedom of stroke and color. He often deftly employs black as a color to produce the sense of realism noticeable in this painting . . . and faithfully reproduced here on *Maxwell Offset*.



All Howard papers quality controlled by *Accuray*®

Printed on Maxwell Offset—Basis 80—Maxtone Finish

HOWARD PAPER MILLS, Inc. • Maxwell Paper Company Division • Franklin, Ohio



ONE OF 17
POPULAR COLORS IN

Speed King

PACKAGED LITHO INKS

Now you can produce all kinds of beautiful color work on a minimum ink inventory. No more costly special matches . . . no more delayed deliveries . . . Speed King colors mix together perfectly for special effects. Ask the IPI man for a Speed King color card. It tells the whole money-saving story!

This insert was lithographed with Speed King Orange, Warm Red and Jet Halftone Black.



INTERCHEMICAL • PRINTING INK

CORPORATION

DIVISION

EXECUTIVE OFFICES, 67 WEST 44th STREET, NEW YORK 36, N.Y.

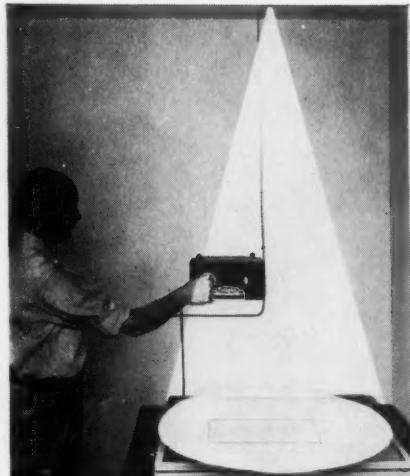
IPI, IC and Speed King are trademarks of Interchemical Corporation



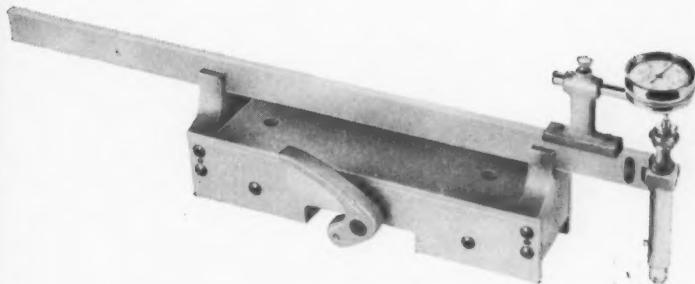


**Colight Job Proven
Precision Control Equipment
gives you
BETTER QUALITY ...from
PRINTS to PRINTING**

Colight
TRADE MARK

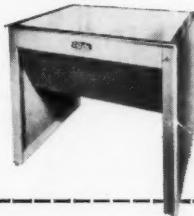


BETTER PRINTS . . . New Contact Printing Lamp takes all guesswork out of making contact prints. Easy to install, and operate. Miniature 20 watt lamp gives 8 times as much light as a photoflood . . . uses half as much current . . . lasts thirty times as long. Does far better work! Price: \$89.50 complete.

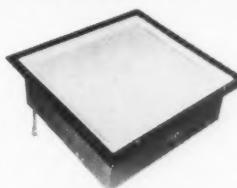


BETTER PRINTING . . . The new Colight Magnetic Packing Gauge scientifically measures the height (to .001 inch) of the printing surfaces of the plate and blanket cylinders . . . giving you *improved offset quality and longer plate life*. This profit-making gauge has been used extensively in some of the nation's best printing plants. It's simple to operate, and it's portable . . . you need only one per plant. It is a simple, sturdy, scientific instrument that will give years of maintenance-free service. Only a few plates saved and it has paid for itself. Order yours today Price \$215.00

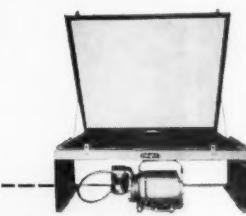
CHECK THESE PROFIT MAKING PRODUCTS FOR THE LITHOGRAPHER



MODEL KD—New! assemble it yourself and save money. Solid construction, adjustable straight edges, ample leg room, adjustable feet. Prices:
20" x 24" \$149.50
30" x 45" \$187.50



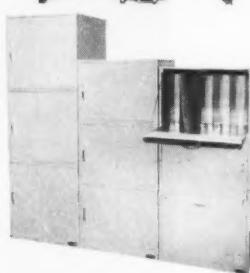
MODEL ASL—This economical, precision built, Colight Art Stripping Table, is designed for the Artist, Photographer, and the Lithographer. Adjustable straight edges, double glass for coolness and better light diffusion. Prices: ASL No. 1, 16" x 18" working area \$59.50
ASL No. 2, 19" x 25" working area \$79.50



TLTING VACUUM FRAME—Save time and maintain high quality with this precision built vacuum frame. Heavy duty Gast pump and molded blanket assure absolute contact. Three sizes to choose from:
11" x 17" to 21½" x 25".
Price (16" x 21½") \$169.50



MODEL TST—The Colight Tilting Stripping Table is a unit you never have to leave. While seated, necessary materials are at your fingertips. Adjustable tilt, straight edges, and feet. Price: Model TST, working area 19" x 25" \$149.50



FILING CABINETS—Prevent loss and damage of plates, negatives, and artwork with Colight's Filing System. Attractive grey-crinkled filing units accommodate any size operation . . . can be purchased separately as needed. Each unit stores 300-400 jobs safely. No hooks, clamps, or clips! Available in sizes to fit all standard negatives.

All prices quoted F.O.B. Minneapolis

COLWELL LITHO PRODUCTS, INC.

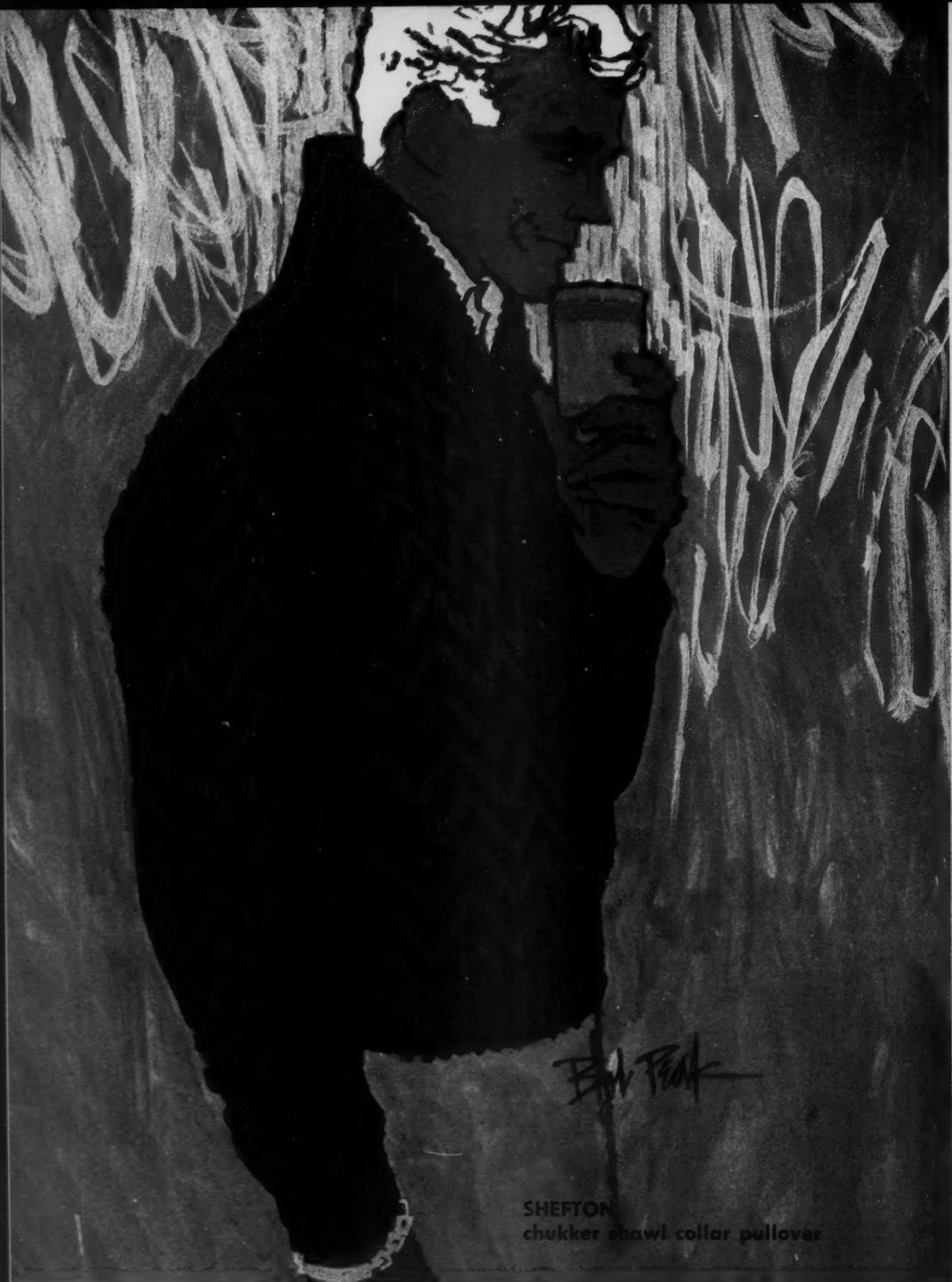
316 Chicago Ave., Minneapolis, Minn. Dept. F-1

Free information. Please send me complete information on Colight products for the Lithographer.

Name

City

State



SHEFTON
chukker shawl collar pullover

You're "10 feet tall" in bulkies of



American-Made
Wool*

PURITAN SPORTSWEAR CORP.
EMPIRE STATE BUILDING, N.Y.C.



SHEFTON
chukker shawl collar pullover

You're "10 feet tall" in bulkies of

American-Made
Wool*
AND MOHAIR

The Puritan Sportswear material was printed by The Du Bois Press, Rochester, N. Y. The letterpress pieces were run on a Miller TW, 21 x 28, two-color press. The offset pieces were run on a Miehle, 25 x 38, two-color offset press. 70# basis Sterling Letterpress and Sterling Offset Enamels were used.

THIS IS
STERLING
LETTERPRESS
ENAMEL

TWO FOR THE SHOW

Puritan Sportswear prepared twelve inserts for Men's Wear magazine to show retailers part of their fall and winter 1960 advertising program. They chose letterpress to permit use of the same engravings for national magazines.

They also wanted counter cards, window blow-ups, etc., of the same advertisements in various sizes to complete the program. Here they converted the original letterpress engravings for offset use.

In both cases, Puritan selected the appropriate Westvaco Quality Paper . . . Sterling Letterpress Enamel and Sterling Offset Enamel.

The display blow-up on the left-hand page is our Sterling Offset Enamel; the magazine insert on the right is our Sterling Letterpress Enamel. Their bright white and gleaming surfaces give not only beautiful color reproduction but a refreshing brilliance in their own right.

For smooth, fast press runs, both of these papers give you stabilized moisture control and make close register easier to maintain. Whatever your needs, West Virginia offers an answer in its complete line of coated and uncoated papers for every process.

Write to find out about our mill-to-you-direct sales policy and technical service. West Virginia Pulp and Paper Company, 230 Park Avenue, New York 17, N. Y., or contact one of the offices listed below.

Fine Papers Division
Commercial Printing Paper Sales

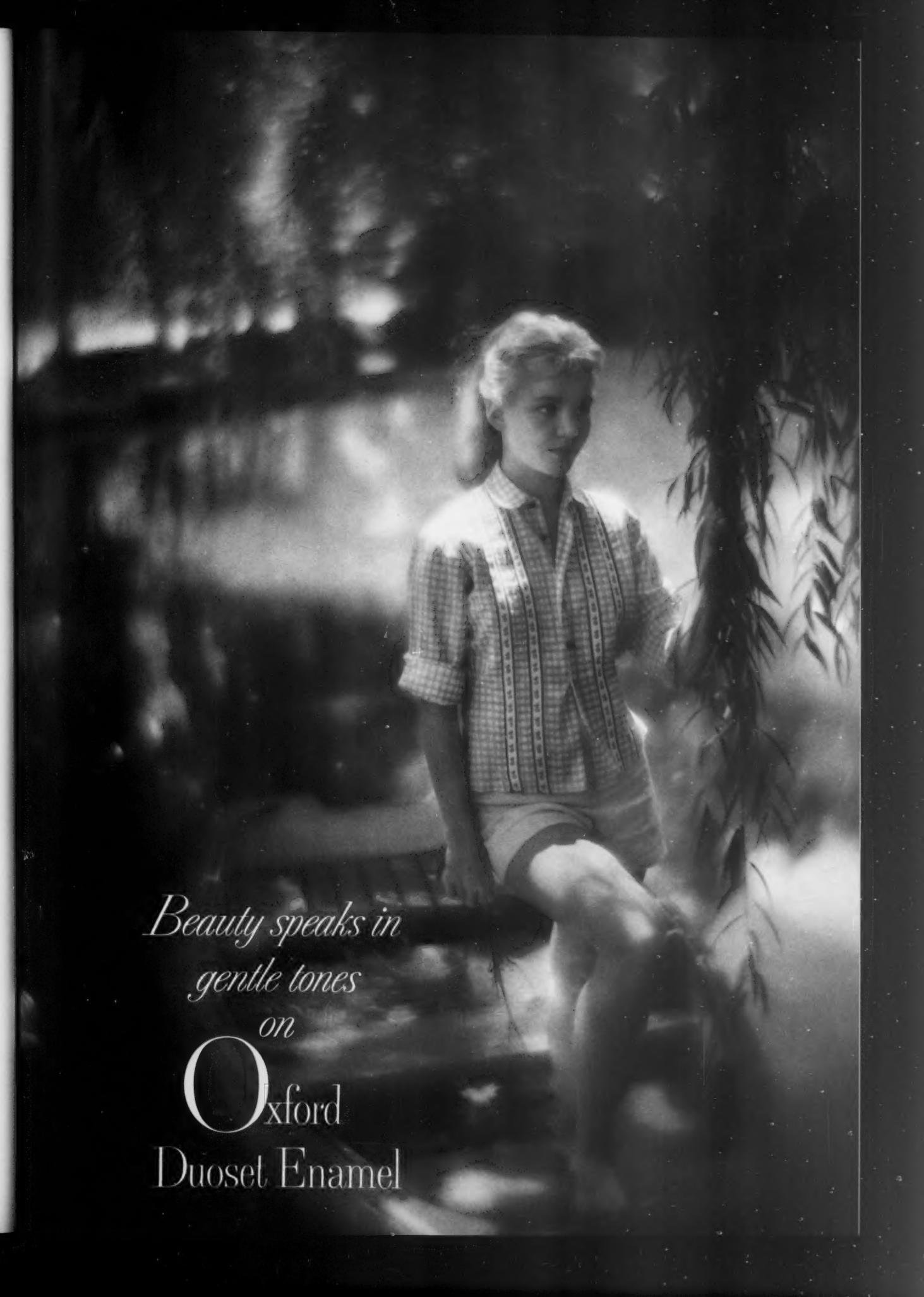
Chicago 1/FR 2-7620
Cincinnati 12/RE 1-6350
Detroit 35/DI 1-5522
New York 17/MU 6-8400
Philadelphia 7/LO 8-3680
Pittsburgh 19/CO 1-6660
San Francisco 5/GA 1-5104



**West Virginia
Pulp and Paper**

W
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Offset Blankets by:
Wm. Recht Co.
50 Church St., N. Y. C.



*Beauty speaks in
gentle tones*

on
Oxford
Duoset Enamel

Soft shadings are accurately expressed on

Oxford Duoset Enamel

The palest hues are here enhanced by the smooth, moderately glossy, blue-white finish of the paper. Double-coated and free from groundwood, OXFORD Duoset Enamel is a high-grade offset paper, ideal for offset booklet, catalog or folder. You will get quality results using regular, gloss or metallic inks or varnish. OXFORD Duoset Enamel Cover is a matching grade in cover weights.



CHOOSE OXFORD PAPERS FOR EVERY PRINTING NEED

There are quality Oxford text and cover papers to fit every printing and budget requirement.

Pride of the line is the 1960 family of Oxford North Star Coated Papers.* They are coated by Oxford's new, uniquely superior "trailing blade" process, which gives remarkable levelness and excellent polish without excessive super-calendering. Superior printing results, with less printing pressure, less make-ready time, and fewer press adjustments on long, continuous runs.

Oxford papers are used by the best printers and lithographers. Many of the grades listed here are stocked by Oxford merchants. In addition, a large variety of papers to meet exceptional needs is available on making order.

COATED LETTERPRESS PAPERS

POLAR SUPERFINE ENAMEL*
MAINEFOLD ENAMEL*
OXFORD PRINT ENAMEL
PUBTEXT COATED

COATED OFFSET PAPERS
POLAR OFFSET ENAMEL*
POLAR OFFSET ENAMEL DULL*
MAINEFLEX OFFSET ENAMEL*
MAINEFLEX OFFSET ENAMEL DULL*
DUOSET OFFSET ENAMEL

FILM-COATED (PIGMENTED) PAPERS
FENWICK SUPERFINE OFFSET
WESCAR SATIN PLATE OFFSET
WESCAR GLOSS PLATE OFFSET
CARROLLTON SATIN PLATE OFFSET
SOFTONE PLATE (FOR LETTERPRESS)

OFFSET AND LITHOGRAPHIC PAPERS

OXFORD WHITE VELVET
FENWICK OPAQUE OFFSET
WESCAR OFFSET
RANGELEY OFFSET
WESCAR OFFSET, PASTELS
CARROLLTON OFFSET
RUMFORD OFFSET
CARFAX ENGLISH FINISH LITHO
DIXFIELD BULKING OFFSET

LETTERPRESS PAPERS—UNCOATED
CARFAX ENGLISH FINISH
CARFAX SUPER
CARFAX EGGSHELL
HI-BULK EGGSHELL

OXFORD

PAPERS

**HELP BUILD
SALES**

Drop us a line for the name of your nearby Oxford merchant, who you'll find is an expert consultant on printing papers.

OXFORD PAPER COMPANY

230 Park Avenue, New York 17, N.Y. Sales Offices: NEW YORK * CHICAGO * BOSTON

PRINTING PAPERS FOR BOOKS, MAGAZINES, COMMERCIAL PRINTING, BUSINESS FORMS AND PACKAGING

Paper for this insert is Oxford Duoset Enamel basis 25 x 38—100 lbs., printed on 77" Harris 4-color Offset Press.

**'60
'61**

BUYER'S GUIDE

A BUYER'S GUIDE specifically designed for the lithographing industry appears on the next 24 pages in this issue. In compiling this, our first buyer's guide, we have made every effort to check and double-check the listings to be sure that they are accurate. The reader will note that the guide is not broken down by departments (press, camera, etc.) because it is felt that one overall alphabetical listing of categories is the handiest form for a directory of this type.

Emphasis has been placed on listing manufacturers rather than dealers, although some of the more prominent dealers are listed in various categories. A fairly complete list of national dealers and important regional suppliers may be found on page 88.

We have attempted to eliminate duplications of listings common to so many guides, confining our listings to the minimum practical rather than repeating the names of essentially the same group of suppliers under the same—or closely related—headings. Our aim has been to make sure that everyone listed is really a supplier, rather than to assemble a more extensive list that would be subject to inaccuracies. Bold face type designates regular *ML* advertisers, while the small box advertisements give additional details about products and services.

The editors will welcome suggestions from lithographers and suppliers for improving the accuracy and scope of the Buyer's Guide for next year.

**Stop Ink-Offsetting
with
OXY-DRY**
Ink Offset Preventer
Electrical Dispersal
Dry Powder Sprayer
OXY-DRY
Sprayer Corporation
1134 W. Montrose Ave.
Chicago 13, Ill.
(See Advertisement Pg. 18)

ascorlux®
**PULSED XENON
ARC LIGHTING**
American Speedlight Corp.
63-01 Metropolitan Ave.
Middle Village 79, N. Y.
(See Advertisement Pg. 127)

'MARK 50'
**Constantarc
Printing Lamp**
Only completely integral fully automatic-regulating arc lamp.

- High Intensity
- Positive Drive
- Motor Driven

MacBeth Arc Lamp Company
Philadelphia 44, Pa.
(See Advertisement Pg. 144)

**nu-arc motor-driven
ARC LAMPS**
Uniform intensity
automatic preset arc control
reduced power draw
and exposure time
nu Arc Company, Inc.
4110 W. Grand Ave.
Chicago 51, Ill.
(See Advertisement Pg. 143)

DAVID-M
the ultimate in
Litho Blankets
Gurin-Rapport, Inc.
2500 S. Michigan Ave., Chicago
(See Advertisement Pg. 124)

ALUMINUM FOIL AND METALLIC PAPERS

Aluminum Co. of America
1501 Alcoa Bldg.
Pittsburgh 19, Pa.
Anaconda Aluminum Co.
Louisville, Ky.
Appleton Coated Paper Co.
1200 N. Meade St.
Appleton, Wis.
Cochran Foil Co.
Louisville, Ky.
Kaiser Aluminum & Chemical Co.
1916 Broadway
Oakland, Cal.
Kleen-Stik Products, Inc.
7300 W. Wilson Ave.
Chicago, Ill.
Ludlow Papers, Inc.
Fine Papers Div.
Brookfield, Mass.
Nashua Corp.
Nashua, N. H.
Reynolds Metals Co.
Richmond, Va.

ANTI-OFFSET SPRAYS

H. & H. Products
1930 St. State St.
Chicago 16, Ill.
Ortman McCain Co.
1332 W. Washington St.
Chicago 7, Ill.
Oxy-Dry Sprayer Corp.
1134 W. Montrose Ave.
Chicago 13, Ill.

Pneuma-Flo Systems, Inc.
141 W. 20th St.
New York 11, N. Y.

ARC LAMPS

American Speedlight Corp.
63-01 Metropolitan Ave.
Middle Village 79, N. Y.
Aristo Grid Lamp Products, Inc.
65 Harbor Road,
Port Washington, N. Y.

Geib, Jos. Co.
52 Arlington St.
Newark, N. J.

MacBeth Arc Lamp Co.
141 Berkeley St.
Philadelphia 44, Pa.

Norman Willets Graphic Supply Co.
316 W. Washington St.
Chicago 6, Ill.

NuArc Co., Inc.
824 S. Western Ave.
Chicago 12, Ill.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

Strong Electric Corp.
Subsidiary of General Precision
Equipment Corp.
17 City Park Ave.
Toledo 1, O.

BLANKETS

Bingham's Son Mfg. Co., Sam'l
636 Sherman St.
Chicago 5, Ill.

Dayton Industrial Products Co.
Div. of Dayton Rubber Co.
Melrose Park, Ill.

Dewey and Almy Div.
W. R. Grace & Co.
Cambridge, Mass.

Godfrey Roller Co.
211 N. Camac St.
Philadelphia 7, Pa.

**Goodyear, Printers Supplies Sales
Dept.**
New Bedford, Mass.

Gurin-Rapport, Inc.
217 N. Jefferson St.
Chicago 6, Ill.

Hill Rubber Co., Inc.
2728 Elston Ave.
Chicago 6, Ill.

Pitman, Harold M., Co.
33rd St. and 51st Ave.
Chicago 50, Ill.

Rapid Roller Co.
2558 S. Federal St.
Chicago 16, Ill.

Recht, Wm., Co.
50 Church St.
New York 7, N. Y.

Reeves Brothers, Inc.
1071 Ave. of the Americas
New York 18, N. Y.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

Siebold, Inc., J. H. & G. B.
150 Varick St.
New York 13, N. Y.

Hi-Fi Offset blankets

for precision to the nth degree

- exclusive micro-textured surface
- shorter break in period
- easier wash-up
- high stretch & smash-resistance
- premium quality
- versatility

Goodyear
Printers Supplies Sales Dept.
New Bedford, Mass.
(See Advertisement Pg. 7)

Sinclair & Valentine Co.
611 W. 129th St.
New York 27, N. Y.

BLANKET THICKNESS GAUGES

Colwell Litho Products, Inc.
402 Chicago Ave.
Minneapolis 15, Minn.

Federal Products Corp.
2711 Eddy St.
Providence, R. I.

Gardiners Tool & Die Shop
Rome, N. Y.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

BRIGHTYPE (See Conversion Process)

BRONZE POWDER

Metals Disintegrating Co.
Elizabeth, N. J.

U. S. Bronze Powder Works
Flemington, N. J.

BRONZING MACHINES

American Bronzing Machine Works, Inc.
145 Nassau St.
New York 7, N. Y.

Dexter Co., Div. of Miehle-Goss-Dexter
Pearl River, N. Y.

Korn, Henry P.
5 Beekman St.
New York 38, N. Y.

CABINETS—STORAGE

American Type Founders, Inc.
200 Elmora Ave.
Elizabeth, N. J.

Bar-Plate Mfg. Co.
Boston Post Road
Orange, Conn.

Brown, W. A., Mfg. Co.
608 S. Dearborn St.
Chicago 5, Ill.

Challenge Machinery Co.
19 N. First St.
Grand Haven, Mich.

Colwell Litho Products, Inc.
316 Chicago Ave.
Minneapolis 15, Minn.

Foster Mfg. Co.
13th and Cherry Sts.
Philadelphia 7, Pa.

Hamilton Mfg. Co.
1316 18th St.
Two Rivers, Wis.

NuArc Co., Inc.
4110 W. Grand Ave.
Chicago 51, Ill.

Robertson Photo-Mechanix, Inc.
7440 Lawrence Ave.
Chicago 31, Ill.

CAMERAS

American Type Founders, Inc.
200 Elmora Ave.
Elizabeth, N. J.

Anderson, Paul, Mfg. Co.
8282 Broadway
San Antonio 9, Tex.

Borrowdale, R. W., Co.
640 W. 65th St.
Chicago 21, Ill.

Brown, W. A., Mfg. Co.
608 S. Dearborn St.
Chicago 5, Ill.

Burke & James
321 S. Wabash
Chicago, Ill.

Chemco Photoproducts Co.
Glen Cove, N. Y.

Consolidated Int. Equip. and Supply Co.
1112 N. Homan Ave.
Chicago 51, Ill.

Douthitt Corp.
680 East Fort St.
Detroit 26, Mich.

Eastman Kodak Co.
Rochester 4, N. Y.

Geib, Joseph, Co.
52 Arlington St.
Newark, N. J.

Goodkin, M. P., Co.
112 Arlington St.
Newark 2, N. J.
Haloid Xerox, Inc.
491 Haloid St.
Rochester 3, N. Y.
(Photocopy Camera)

Harris-Seybold Co.
Div. Harris Intertype Corp.
55 Public Square
Cleveland 13, O.

Kenro Graphics, Inc.
25 Commerce St.
Chatham, N. J.

Lanston Monotype Co. Div. of Lanston Industries, Inc.
P.O. Box 4768
Philadelphia 34, Pa.

Lithoid, Inc.
232 Cleveland Ave.
Highland Park, N. J.
(Sequential Card Camera)

Miller-Trojan Co.
Troy, O.

Norman-Willets Graphic Supply Co.
316 W. Washington St.
Chicago 6, Ill.

Pitman, Harold M., Co.
33rd St. and 51st Ave.
Chicago 50, Ill.

Process Cameras & Equipment, Inc.
1153 W. Grand Ave.
Chicago 22, Ill.

Repro Art Machinery Co.
Wayne Ave. and Berkeley St.
Philadelphia, Pa.

COLIGHT

precision control equipment
for the Lithographer
STRIPPING TABLES
VACUUM FRAMES
CONTACT PRINTING LAMPS
FILING CABINETS
MAGNETIC PACKING GAUGES

Colwell Litho Products Inc.
316 Chicago Ave.
Minneapolis, Minn.

(See Advertisement Pg. 59)

Brown Photomechanical Equipment

- Vacuum Printing Frames
- Dot etching tables
- Plate whirlers
- Dark room sinks
- Layout tables
- Downdraft tables

W. A. BROWN MFG. CO.
608 S. Dearborn St., Chi. 5, Ill.
(See Advertisement Pg. 104)

Do You Like This Buyer's Guide?

The editors have tried to make it just as accurate as possible, but we welcome your additions and corrections, as well as suggestions for improving the Guide and making it more useful to you.

REXON OFFSET BLANKETS

Wm. Recht Co.
50 Church St., New York, N. Y.

(See Advertisement Pg. 62)

Repro Graphic Machines, Inc.
180 Varick St.
New York 14, N. Y.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

Robertson Photo-Mechanix, Inc.
7440 Lawrence Ave.
Chicago 31, Ill.

Rutherford Machinery Co.
Div. of Sun Chemical Corp.
401 Central Ave.
East Rutherford, N. J.

Saltzman, J. G., Inc.
480 Lexington Ave.
New York 17, N. Y.

Wesel Mfg. Co.
1141 N. Washington Ave.
Scranton, Pa.

CARBONS

American Type Founders Co.
200 Elmora Ave.
Elizabeth, N. J.

Brown, W. A., Mfg. Co.
608 S. Dearborn St.
Chicago 5, Ill.

Carbons, Inc.
Boonton, N. J.

Chemco Photoproducts Co.
Glen Cove, N. Y.

Harris-Seybold Co.
Div. Harris Intertype Corp.
55 Public Square
Cleveland 13, O.

Key Men In Your Shop

**They should all be
reading ML!**

1 Year \$4

2 Years \$7

Modern Lithography

Box 31

Caldwell, N. J.

**LOOKING
FOR A BARGAIN?**

See Page 140

National Carbon Co.
Div. of Union Carbide Corp.
30 East 42nd St.
New York 17, N. Y.

National Lighting Corp.
630 S. Flower St.
Burbank, Cal.

Pitman, Harold M., Co.
33rd St. and 51st Ave.
Chicago 50, Ill.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

CARBON ARC LAMPS (See Arc Lamps)

CHECK WRITER UNIT

McAdams & Sons Co., John
20 Knight St.
Norwalk, Conn.

COATERS (Metal Decorating)

Wagner Litho Machinery Div.
National-Standards Co.
555 Lincoln Ave.
Secaucus, N. J.

Young Brothers Co.
1839 Columbus Road
Cleveland 13, O.

COATINGS (Metal Decorating)

Bartels Co., Gordon
Rockford, Ill.

Central Compounding
1718 N. Damen Ave.
Chicago 47, Ill.

Lilly Varnish Co.
Indianapolis, Ind.

Watson-Standard Co.
225 Galveston Ave.
Pittsburgh, Pa.

CHEMICALS, PLATEMAKING (See Platemaking Chemicals)

ACRO-FLEX

• A flexible metal-decorating coating

Gordon Bartels Co.
2600 Harrison St., Rockford, Ill.
(See Advertisement Pg. 111)

CLEANING CHEMICALS (See Roller and Blanket Cleaning Chemicals)

COLD COMPOSITION (See Photocomposition and Composition Machines—Cold Type)

COLLATORS

American Type Founders
200 Elmora Ave.
Elizabeth, N. J.

Dexter Co. Div. of
Miehle-Goss-Dexter
2011 Hastings St.
Chicago 8, Ill.

Didde-Glaser, Inc.
Highway and W. 12th St.
Emporia, Kan.

Gane Bros. & Co. of New York, Inc.
480 Canal St.
New York, N. Y.

Macey Co., Sub. of
Harris-Intertype Corp.
13835 Enterprise Ave.
Cleveland 35, O.

Mendes, J. Curry, Corp.
New Bedford Industrial Park
New Bedford, Mass.

Puglisi-Dutro, Inc.
117 W. Ninth St.
Los Angeles 15, Cal.

Sheridan, T. W. & C. B., Co.
220 Church St.
New York 13, N. Y.

Thomas Collators, Inc.
50 Church St.
New York 7, N. Y.

COLOR GUIDES

ABC of K & E
Berliner Union
Stuttgart, Germany
(Book)

Caesar-Saltzman Precision Combination ENLARGING, REDUCING and COPYING CAMERA

Most versatile enlarger
in the graphic arts field.

J. G. Saltzman, Inc.
480 Lexington Ave.
New York 17, N. Y.

(See Advertisement Pg. 48)

By Chrome Co., Inc.
Columbus 16, O.

Cheskin Color System
Color Research Institute
176 W. Adams St.
Chicago, Ill.

Color Atlas
Cy J Villa Lobos
Buenos Aires, Argentina

Color Harmony Manual
Color Standards Department
Container Corp. of America
38 S. Dearborn St.
Chicago, Ill.
(Ostwald System)

Dictionary of Color
A. Merz and M. Rea Paul
McGraw Hill Book Co.
330 W. 42nd St.
New York, N. Y.

Du Pont de Nemours & Co., E. I.
Wilmington 98, Del.

Eastman Kodak Co.
Rochester 4, N. Y.

Grand Three-Color Blending Book
Otto Meier Verlag
Ravensburg, Germany
(Book in Four Languages)

Glen Killian Color Co.
4208 Main St.
Philadelphia 27, Pa.

Graphic Publishing Co., Inc.
240 W. 40th St.
New York 18, N. Y.
(Two- and Four-Color Guides)

Hickethier Color System
Drückerei H. Osterwald
Hanover, Germany

Interchemical Corp., Printing
Ink Div.
67 W. 44th St.
New York 36, N. Y.

Kemart Corp.
340 Front St.
San Francisco 11, Cal.

Krug Litho Art Co.
1429 Atlantic Ave.
Kansas City 16, Mo.

Lithographic Technical Foundation
131 E. 39th St.
New York 16, N. Y.

Litho Books
Box 31, Caldwell, N. J.
(Book on Duo-Tones)

MacBeth Daylighting Corp.
P.O. Box 950
Newburgh, N. Y.

Munsell Book of Color
Munsell Color Co.
10 E. Franklin St.
Baltimore, Md.

Plochere Color Systems
18 Hyperion Ave.
Los Angeles, Cal.

Sinclair & Valentine Co., Inc.
611 W. 129th St.
New York 19, N. Y.

COLOR POSITIVES

Shelton Color Co.
16 Lafayette St.
Hackensack, N. J.

World Color, Inc.
Route 303
West Nyack, N. Y.

COLOR PROVING SYSTEMS

Direct Reproduction Corp.
811 Union St.
Brooklyn 15, N. Y.

Litho Chemical & Supply Co.
46 Harriet Place
Lynbrook, N. Y.

Ozalid Corp.
Johnson City, N. Y.

Technifax Corp.
Holyoke, Mass.

Teitelbaum Sons, Inc., N.
261 Grand Concourse
New York 51, N. Y.

Unitronics, Div.
Lanston Industries
P.O. Box 4768
Philadelphia 34, Pa.

COLOR SCANNERS

Crossfield Electronics, Inc.
47 New York Ave
New Cassel, Westbury, N. Y.

Printing Developments, Inc.
Sub. of Time, Inc.
9 Rockefeller Plaza
New York 20, N. Y.

Royal Zenith Corp.
180 Varick St.
New York 14, N. Y.

COMPOSITION MACHINES (Cold-Type)

(See also Photocomposition)

Friden, Inc.
San Leandro, Cal.
(Justowriter)

Vari-Typer
720 Frelinghuysen Ave.
Newark, N. J.

Make Quality Color

Proofs with . . .

WATERCOTE®

Quick and Inexpensive

DIRECT REPRODUCTION CORP.

811 Union St. • Brooklyn 15, N.Y.

(See Advertisement Pg. 157, 158)

Get rid of guess work with FOUR-COLOR PROCESS GUIDE

- 5,632 color patches showing every combination of yellow, magenta, cyan and black, from pinpoint to solid.

Graphic Publishing Co.
240 W. 40th St., New York 18, N. Y.
(See Advertisement Pg. 134)

LITHO COLOR POSITIVES

150 Line Screen Four-Color Process
• Now used by some of America's finest color printers

World Color Inc.
Route 303, West Nyack, N. Y.
(See Advertisement Pg. 131)

FRIDEN JUSTOWRITER

There is no faster method of preparing straight composition for reproduction. The net output speed of the Justowriter is limited only by the speed of the typist.

FRIDEN, INC.
San Leandro, California
(See Advertisement Pg. 138)

CONSULTANTS

Dorst, Paul W.
3373 Morrison Ave.
Cincinnati, O.

Freedman, Olin E.
15 6E. Erie St.
Chicago 11, Ill.

Hoch, Fred W., Associates
461 8th Ave.
New York 1, N. Y.

Holmsten, Ralph D.
927 N. Stoddard Ave.
Wheaton, Ill.

Latham, Charles W.
Route 1, Cleveland

Macaulay, Donald
1130 Hardscrabble Road
Chappaqua, N. Y.

Main, Inc., Chas. T.
80 Federal St.
Boston 10, Mass.

Paschel, Herbert P.
53-51 65th Place
Maspeth 78, N. Y.

Richards, Richmond J.
421 W. 58th St.
Kansas City, Mo.

Rockefeller, J. W. and Associates
Short Hills, N. J.

Straszewicz, L. K.
1430 S. Bonnie Brae
Los Angeles 6, Cal.

Tobias, Philip E.
1872 Watson Road
Abington, Pa.

Wilhelm, George W.
608 S. Dearborn St.
Chicago 5, Ill.

Wilkinson, James S.
18B3 Redfield Village
Metuchen, N. J.

CONVERSION PROCESSES (Letterpress to Offset)

Ludlow Typograph Co.
2032 Clybourn Ave.
Chicago 14, Ill.
(Brightype)

Brightype Conversions

The Ludlow Way To Profits!

Converts letterpress material into photographic images for offset lithography...

Clean, Sharp Reproduction

LUDLOW TYPOGRAPH CO.

2032 Clybourn Ave.
Chicago 14, Ill.

(See Advertisement Pg. 141)

Direct Image Offset Corp.
1740 Ridge Rd.
Evanston, Ill.

CUTTERS AND DRILLERS—PAPER

American Type Founders, Inc.
200 Elmora Ave.
Elizabeth, N. J.

Challenge Machinery Co.
Grand Haven, Mich.

Chandler and Price Co.
Cleveland 3, O.

Gane Bros. & Co. of New York, Inc.
480 Canal St.
New York, N. Y.

Harris-Seybold Co., Div. of
Harris-Intertype Corp.
55 Public Square
Cleveland 13, O.

Lawson Co., Div. of
Miehle-Goss-Dexter
Pearl River, N. Y.

Michael Lith
145 W. 45th St.
New York, N. Y.

Schimanek
Div. of Rebsamen & Rimeroth
2325-2330 N. Elston Ave.
Chicago 14, Ill.

Sheridan, T. W. & C. B. Co.
220 Church St.
New York 13, N. Y.

Southworth Machine Co.
Graphic Arts Div.
545 Warren Ave.
Portland, Me.
(Punch)

General Printing Ink Co.
750 3rd Ave.
New York 17, N. Y.

Godfrey Roller Co.
211-21 N. Camac St.
Philadelphia 7, Pa.

Graphic Supply Co.
22 Bond St.
New York, N. Y.

Ideal Roller & Mfg. Co.
2512 W. 24th St.
Chicago 8, Ill.

Jomac Inc.
6128 N. Woodstock St.
Philadelphia 38, Pa.

Minnesota Mining & Mfg. Co.
900 Bush Ave.
St. Paul 6, Minn.

Pitman, Harold M.
33rd St. and 51st Ave.
Chicago 50, Ill.

Roberts & Porter Inc.
622 Greenwich St.
New York 14, N. Y.

Roll-O-Graphic Corp.
133 Prince St.
New York 12, N. Y.

Siebold Inc., J. H. & G. B.
150 Varick St.
New York 13, N. Y.

Sinclair & Valentine Co.
611 W. 129th St.
New York 27, N. Y.

Van Son Holland Corp. of America
Union and Liberty Sts.
Mineola, N. Y.

DAMPENER COVERS (Molleton, etc.)

American Roller Co.
1342 Halsted St.
Chicago, Ill.

Bingham, Sam'l, Son Mfg. Co.
636 Sherman St.
Chicago 5, Ill.

Direct Image Corp.
5829 E. Beverly Blvd.
Los Angeles 22, Cal.

Bar Plate Mfg. Co.
Boston Post Road
Orange, Conn.

Ideal Roller & Mfg. Co.
2512 W. 24th St.
Chicago 7, Ill.

Jomac Inc.
6128 N. Woodstock St.
Philadelphia 38, Pa.

Pulls on like a stocking...
Fits like a glove

AQUATEX DAMPABASE

They are better because they're seamless

Godfrey Roller Co.
211-221 N. Camac St.
Phila. 7, Pa.

(See Advertisement Pg. 125)

AUTOMATIC BINDERY EQUIPMENT

SADDLE - SIDE - PERFECT EDITION

T. W. & C. B. Sheridan Co.
220 Church Street, N. Y. 13, N. Y.
(See Advertisement Pg. 22)

Mort, Ralph H.
102 N.W. 9th Ave.
Portland 9, Ore.

Roberts & Porter Inc.
622 Greenwich St.
New York 14, N. Y.

DARKROOM LIGHTS

Aristo Grid Lamp Products, Inc.
65 Harbor
Port Washington, N. Y.

Chemco Photoproducts Co.
Glen Cove, N. Y.

NuArc Co., Inc.
4110 W. Grand Ave.
Chicago 51, Ill.

Unitronics Div., Lanston Industries
P.O. Box 4768
Philadelphia 34, Pa.

DARKROOM VIEWER

McKinley Litho Supply
Cincinnati 14, O.

DEALERS

(See Listing at End of Guide)

DELIVERY WHEEL CONTROLS

W. W. Tool & Die
1508 E. Grove St.
Midland, Mich.

DENSITOMETERS

Eastman Kodak Co.
Rochester 4, N. Y.

MacBeth Daylighting Co.
Newburgh, N.Y.

Photovolt Corp.
New York, N. Y.

Welsh, W. M. Co.
1515 Sedgwick St.
Chicago 10, Ill.

Weston Instruments
Sub. of Daystrom, Inc.
Newark 12, N. J.

DEVELOPING SINKS

Arkay Corp.
1570 S. First St.
Milwaukee, Wis.

Bar Plate Mfg. Co.
Boston Post Road
Orange, Conn.

Brown, W. A. Mfg. Co.
608 S. Dearborn St.
Chicago, Ill.

Fisher, Oscar Co., Inc.
Newburgh, N. Y.
Haloid Xerox, Inc.
53-340 Haloid St.
Rochester 3, N. Y.
(Lithoflo Processor—Develops,
fixes and washes negatives)

Leedal Inc.
2929 Halsted St.
Chicago 8, Ill.
Schmidt, H. & Co.
321 S. Paulina St.
Chicago 12, Ill.
Zarkin Machine Co., Inc.
34-19 10th St.
Long Island City 6, N. Y.

DIE CUTTING MACHINES

Lawson Co., Div. of
Miehle-Goss-Dexter
Pearl River, N. Y.

Printing Machinery Co.
436 Commercial Square
Cincinnati, O.

DOT-DETECTOR

NuArc Co., Inc.
824 S. Western Ave.
Chicago 12, Ill.

DOWN DRAFT TABLES

Bar Plate Mfg. Co.
Boston Post Road
Orange, Conn.

Bridgeport Engravers Supply Co.
Bridgeport 2, Conn.

Brown, W. A. Mfg. Co.
608 S. Dearborn St.
Chicago 5, Ill.

Leedal Inc.
2929 Halsted St.
Chicago 8, Ill.

Mort, Ralph H. Co.
102 N.W. Ninth Ave.
Portland 9, Ore.

Schmidt, H. & Co.
321 S. Paulina St.
Chicago 12, Ill.

Zarkin Machine Co., Inc.
34-19 10th St.
Long Island City 6, N. Y.

DRYING UNITS (Web-Offset)

Doyle Co., J. E.
1220 W. Sixth St.
Cleveland 13, O.

Dryer Electric Corp.
164 Wallabout St.
Brooklyn 6, N. Y.

Herbert Products Inc.
180 Linden Ave.
Westbury, N. Y.

Levey Co., Fred'k H.
4901 Grays Ave.
Philadelphia 43, Pa.

Offen & Co., B.
29 E. Madison St.
Chicago 2, Ill.

Weigand Co., Edwin L.
7500 Thomas Blvd.
Pittsburgh 8, Pa.

ELECTRICAL INSTALLATIONS

Krug Electric Co., Inc.
351 W. 52nd St.
New York, N. Y.

EMPLOYMENT SERVICE

Graphic Arts Employment Service
307 E. 4th Street
Cincinnati 2, O.

FEEDERS (Automatic Lifting and Piling)

Clark-Aiken
Lee, Mass.

Dexter Folder Co., Div.
Miehle-Goss-Dexter, Inc.
2011 W. Hastings St.
Chicago 8, Ill.

McAdams and Sons, Inc., John
20-22 Knight St.
Norwalk, Conn.

Pitney-Bowes, Inc.
Walnut and Pacific Sts.
Stamford, Conn.

Profitable

DIE CUTTING PMC

The Printing Machinery Co.
436 Commercial Square
Cincinnati, Ohio

(See Advertisement Pg. 126)

**New Type 3 Kodalith
makes every job easier!**

- high speed
- easy to handle
- wide latitudes
- solid dots
- exceptional stability

Eastman Kodak Company
Graphic Reproduction Sales Div.
Rochester 4, N.Y.

(See Advertisement Pg. 47)

**6 Users
Report on Du Pont's
Graphic Arts Films**

E. I. du Pont de Nemours & Co.
Photo Products Department
Wilmington 98, Delaware

(See Advertisement Pg. 10, 11)

**NEW CHEMCO
TYPE-X**

Powerlith Film

- Faster emulsion speed
- Makes better halftones

**Chemco Photoproducts
Co., Inc.**
Glen Cove, New York

(See Advertisement Pg. 19)

**New Ansco Plestar
Reprolith® Ortho Type B**

The ULTIMATE in a
dimensionally stable
graphic arts film

Ansco
A Division of General Aniline
and Film Corporation
Binghamton, N.Y.

(See Advertisement Pg. 25)

Group Rates

for subscriptions to

MODERN LITHOGRAPHY

Just \$2.50 a year each in groups
of four or more!

MODERN LITHOGRAPHY
Box 31 • Caldwell, N.J.

FILMS AND CHEMICALS

(All firms in this listing make or sell
BOTH films and developers and fixers
unless otherwise noted)

**Ansco, A Div. of General Aniline
& Film Corp.**
Binghamton, N.Y.

Chemco Photoproducts Co.
Glen Cove, N.Y.

Cormac Chemical Co.
80 5th Ave.
New York, N.Y.

Di-Noc Chemical Arts, Inc.
1700 London Road
Cleveland 12, O.

DuPont, E. I. de Nemours & Co., Inc.
Wilmington 98, Del.

Eastman Kodak Co.
Rochester 4, N.Y.

Fisher, Oscar Co.
Newburgh, N.Y.
(Nitrogen Burst Agitation)

Gevaert Co. of America, Inc.
321 W. 54th St.
New York 19, N.Y.
(Films Only)

Graphic Supply Co.
22 Bond St.
New York, N.Y.

Haloid Xerox Inc.
59-340 Haloid St.
Rochester 3, N.Y.
(Photocopy Chemicals for
Haloid Photocopy Papers)

Hunt, Philip A. Co.
Palisades Park, N.J.
(Chemicals Only)

Ilford Inc.
37 W. 65th St.
New York 23, N.Y.

Leedal Inc.
2929 Halsted St.
Chicago 8, Ill.
(Nitrogen Burst Agitation)

Mallinckrodt Chemical Works
St. Louis 7, Mo.
(Chemicals Only)

Magnet Litho Supply
262 Mott St.
New York 12, N.Y.

Norman-Willets Graphic Supply Co.
316 W. Washington St.
Chicago 6, Ill.

Pitman, Harold M. Co.
33rd St. and 51st Ave.
Chicago 50, Ill.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N.Y.

Roll-O-Graphic Corp.
133 Prince St.
New York 12, N.Y.

Sinclair & Valentine Co.
611 W. 129th St.
New York 27, N.Y.

Supreme Photo Supply Co., Inc.
1841 Broadway
New York 23, N.Y.

Vero-Dot Film & Chemical Corp.
145 West 45th St.
New York 36, N.Y.

Willoughby's
110 W. 32nd St.
New York, N.Y.

**GEVAERT
COPYLINE FILM**

Gevaert copyline is the film
specifically designed to give
you precise reproduction at
low cost.

**The Gevaert
Company of America, Inc.**
321 West 54 St., N.Y. 19, N.Y.
(See Advertisement 2nd Cover)

GRAPHIC FILM
and Supplies for the Graphic Arts

- Photographic plates & paper
- Halftone Screens
- Lenses
- Cameras
- Arc Lamps
- Whirlers and equipment

**Norman-Willets
Graphic Supply Company**
316 W. Washington St.
Chicago 6, Ill.
(See Advertisement Pg. 160H)

FILM

**ANSCO • DINOC • DUPONT
EASTMAN • GEVAERT
ILFORD**

HAROLD M. PITMAN CO.

(See Advertisement Pg. 13)

FOIL (See Aluminum Foil)

FOLDERS

Baum, Russell Ernest
615 Chestnut St.
Philadelphia 6, Pa.

Davidson Corp. Div. of
Mergenthaler Linotype Co.
29 Ryerson St.
Brooklyn 5, N. Y.

Dexter Folder Co., Div. of
Miehle-Goss-Dexter Inc.
2011 W. Hastings St.
Chicago 8, Ill.

Lansdale Products Corp.
Lansdale, Pa.

McAdams & Sons, Inc., John
20 Knight St.
Norwalk, Conn.

Paper Converting Machine Co.
Green Bay, Wis.

FOUNTAIN DIVIDERS

Dayton Industrial Products Co.
Div. of Dayton Rubber Co.
Melrose Park, Ill.

Printing Machinery Co.
436 Commercial Square
Cincinnati 2, O.

FOUNTAIN SOLUTIONS

Bridgeport Engravers Supply Co.
30 Grand St.
Bridgeport 2, Conn.

Frangos, Inc., Wm. A.
241-18 Hillside Ave.
Bellerose 26, N. Y.

Gans Ink & Supply Co.
621 E. 3rd St.
Los Angeles 13, Cal.

Hunt, Philip A. Co.
Palisades Park, N. J.

Litho Chemical & Supply Co.
46 Harriet Place
Lynbrook, N. Y.

Lithoplate Inc. A Sub. of
Harris-Intertype Corp.
278 N. Arden Drive
El Monte, Cal.

Pitman Co., Harold M.
33rd St. and 51st Ave.
Chicago 50, Ill.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

Sinclair & Valentine Co.
611 W. 129th St.
New York 27, N. Y.

GLUING AND PASTING EQUIPMENT

American Type Founders, Inc.
200 Elmira Ave.
Elizabeth, N. J.

Dexter Co., Div. of
Miehle-Goss-Dexter
2011 Hastings St.
Chicago 8, Ill.

Didde-Glaser
50 Highway and W. 12th Ave.
Emporia, Kan.

Gane Bros. & Co. of New York, Inc.
480 Canal St.
New York 13, N. Y.

Sheridan, T. W. & C. B. Co.
220 Church St.
New York 13, N. Y.

Waldron Corp., John
P.O. Box 791
New Brunswick, N. J.

GRAINERS (See Offset Plate Grainers)

GRAINING MACHINES

Amsterdam Continental Types
& Graphic Equipment
268 Fourth Ave.
New York 10, N. Y.

Fuller Brush Co.
Machine Div.
E. Hartford 29, Conn.
(Brush Graining Machine)

Rutherford Machinery Co.
Div. Sun Chemical Corp.
401 Central Ave.
E. Rutherford, N. J.

Zarkin Machine Co., Inc.
34-19 10th St.
Long Island City 6, N. Y.

GRAINING MATERIALS

American Graded Sand
Chicago 13, Ill.
(Sand)

Bache, Semon & Co.
636 Greenwich St.
New York 14, N. Y.
(Marbles)

Minnesota Mining & Mfg. Co.
900 Bush Ave.
St. Paul 3, Minn.
(Sand)

Zarkin Machine Co., Inc.
34-19 10th St.
Long Island City 6, N. Y.
(Marbles and Sand)

HAND CLEANER

Anchor Chemical Co., Inc.
827 Bergen St.
Brooklyn 38, N. Y.

Acrolite Products, Inc.
Rahway, N. J.

HYDRAULIC HANDLING EQUIPMENT

Automatic Transportation
Co. Div. of Yale &
Towne Mfg. Co.
81 W. 87th St.
Chicago 20, Ill.

Big Joe Mfg. Co.
Ralph Hines Rd.
Wisconsin Dells, Wis.

INK

Acme Printing Ink Co.
1419 W. Carroll Ave.
Chicago 7, Ill.

Brush Graining
speeds up graining
of aluminum plates
for the lithographer

Fuller's Through-Feed
Brush Grainer Delivers
Litho Plates in 4 Minutes

Machine Division
FULLER BRUSH CO.
East Hartford 29, Conn.

(See Advertisement Pg. 16)

Lith-Kem-Ko Chemicals
For The Press Room

- Imperial Fountain Solution
- White Etches
- Gum
- Asphaltum
- Solvents

Litho Chemical & Supply Co., Inc.
Chicago • Lynbrook, N. Y. •
Los Angeles

Dealers in Principal Cities
(See Advertisement Pg. 102)

**SPEED KING
PACKAGED LITHO INKS
IN 17 POPULAR COLORS**

Now you can produce all kinds of beautiful color work on a minimum ink inventory

**Interchemical Corp.
PRINTING INK DIVISION**

67 W. 44 St., New York 36, N. Y.

(See Advertisement Pg. 57)

TRIK Quickset Ink Conditioner
... touch dries almost immediately. "back-up" in 3-4 hrs.

GLAZCOTE Ink Conditioner
... toughens inks and makes them scratch-resistant

O-33 Ink Conditioner
... prevents greasing, increases plate life

**Central Compounding Co.
1718 N. Damen Ave.
Chicago 47, Ill.**

(See Advertisement Pg. 166)

**OFFSET
PASTE GOLD!**

A really important and revolutionary advancement in printing ink making

**Gans Ink & Supply Co., Inc.
621 E. Third St.
Los Angeles 13, Cal.**

(See Advertisement Pg. 53, 54)

**LITHO INKS
& SUPPLIES**

**General Printing Ink
Div. Sun Chemical Corp.**

750 Third Ave., N. Y. 17, N. Y.

(See Advertisement Pg. 12)

rapid setting

LIGHT SPEED INKS

by

Lewis Roberts will help you deliver top quality jobs quicker in black and all colors

**LEWIS ROBERTS Inc.
Newark 5, N. J.**

(See Advertisement Page 8)

**Bowers Printing Ink Co.
2655 Irving Park Road
Chicago 18, Ill.**

**Braden-Sutphin Ink Co.
3800 Chester Ave.
Cleveland 14, O.**

**California Ink Co., Inc.
545 Sansome St.
San Francisco 11, Cal.**

**Carlson, John P., Inc.
420 Carroll St.
Brooklyn 15, N. Y.**

**Central Compounding Co.
1778 N. Damen Ave.
Chicago 47, Ill.
(Dryers, Conditioners, Varnishes)**

**Cleveland Printing Ink Co., Inc.
1260 W. 4th St.
Cleveland 13, O.**

**Crescent Ink & Color Co.
464 N. 5th St.
Philadelphia 23, Pa.**

**Driscoll, Martin & Co.
610 Federal St.
Chicago, Ill.**

**Flint Ink Corp.
2546 Clark Ave.
Detroit 9, Mich.**

**Gaetjens, Berger & Wirth, Inc.
35 York St.
Brooklyn 1, N. Y.**

**Gans Inks
621 East 3rd St.
Los Angeles 13, Cal.**

**General Printing Ink Co.
Div. of Sun Chemical Corp.
750 Third Ave.
New York 17, N. Y.**

**Glen Killian Color Co.
4208 Main St.
Philadelphia 27, Pa.**

**Graphic Arts Ink Corp.
229 W. 28th St.
New York 1, N. Y.**

**Graphic Chemical & Ink Co.
P.O. Box 27
Villa Park, Ill.**

INK—at its best

INSTA-LITH

BLACK and COLORS

Flint Ink Corporation

2546 Clark Ave., Detroit, Mich.

(See Advertisement Pg. 129)

**Herrick, Wm. C., Ink Co.
Maple St.
East Rutherford, N. J.**

**Hili-Hentschel Co.
3928 Clayton Ave.
St. Louis 10, Mo.**

**Hilton-Hawley Co.
P.O. Box 143
Lockland Station
Cincinnati 15, O.**

**Interchemical Corp.
Printing Ink Div.
67 W. 44th St.
New York 36, N. Y.**

**Kerley, R. A. Ink Engineers
1250 W. Van Buren St.
Chicago 7, Ill.**

**Kohl & Madden Printing Ink Co.
1132 S. Jefferson St.
Chicago 7, Ill.**

**Kramer Ink Co.
1013 E. 8th St.
Los Angeles, Cal.**

**Levey, Fred'k H. Co.
380 Madison Ave.
New York 17, N. Y.**

**McCutcheon Bros. & Quality
2653 N. Reese St.
Philadelphia 33, Pa.**

**Miller-Cooper Ink Co.
3rd & Wyandotte Sts.
Kansas City, Mo.**

**Monk, C. O. Inc.
212 N. Bentlou St.
Baltimore 23, Md.**

**Morrison Printing Ink Co.
1051 Fowler Ave.
Cleveland, O.**

**Pacific Printing Ink Co.
1331 S. Main St.
Los Angeles 15, Cal.**

**Polychrome Corp.
2 Ashburton Ave.
Yonkers 2, N. Y.**

**Pope & Gray, Inc.
17 Industrial West
Allwood, Clifton, N. J.**

**Recht, Wm. Co.
50 Church St.
New York 7, N. Y.**

**Roberts, Lewis, Inc.
Newark 5, N. J.**

**Roll-O-Graphic Corp.
133 Prince St.
New York 12, N. Y.**

**Seaboard Printing Inks, Inc.
140 W. 22nd St.
New York, N. Y.**

Siebold Inc., J. H. & G. B.
150 Varick St.
New York 13, N. Y.

Sinclair & Carroll Co., Inc.
591 Eleventh Ave.
New York 19, N. Y.

Sinclair & Valentine Co.
Div. of American-Marietta Co.
611 W. 129th St.
New York 27, N. Y.

Sleight and Hellmuth Inc.
900 S. Clinton St.
Chicago 7, Ill.

Superior Printing Ink Co., Inc.
295 Lafayette St.
New York 12, N. Y.

Switzer Brothers, Inc.
4732 St. Clair Ave.
Cleveland 3, O.

Triangle Ink & Color Co.
33 Mills St.
Bernardsville, N. J.

Van Son Holland Ink Corp.
Union & Liberty Sts.
Mineola, N. Y.

Wilson, W. D. Printing Ink Co., Ltd.
538 46th Ave.
Long Island City 1, N. Y.

INK AGITATORS

Gegenheimer Co., Inc., Wm.
80 Roebling St.
Brooklyn 11, N. Y.

Ortleb Machinery Co.
3818 LaClede Ave.
St. Louis 8, Mo.

INK-ANTI-SKINNING AGENTS

Acrolite Products, Inc.
Rahway, N. J.

Ames Laboratories, Inc.
132 Water St.
S. Norwalk, Conn.

Central Compounding Co.
1720 N. Damen Ave.
Chicago 47, Ill.
(Ink Conditioner)

Sprayway, Inc.
1200 N.W. 23rd Ave.
Fort Lauderdale, Fla.

INSURANCE

Graphic Arts Mutual Insurance Co.
111 4th Ave.
New York 3, N. Y.

KNIVES (for cutters)

Ohio Knife Co.
Cincinnati 23, O.

Simonds Saw and Steel Co.
470 Main St.
Fitchburg, Mass.

Wapakoneta Machine Co.
402 North St.
Wapakoneta, O.

LAYOUT TABLES

Bar Plate Mfg. Co.
Boston Post Road
Orange, Conn.

Brown, W. A. Mfg. Co.
608 S. Dearborn St.
Chicago 5, Ill.

Consolidated Int. Equip.
& Supply Co.
1112 N. Homan Ave.
Chicago 51, Ill.

Colwell Litho Products, Inc.
316 Chicago Ave.
Minneapolis 1, Minn.

Craftsman Lineup Table Corp.
55K River St.
Waltham 54, Mass.

Douthitt Corp.
680 East Fort St.
Detroit 26, Mich.

Gelb, Joseph, Co.
52 Arlington St.
Newark, N. J.

Hamilton Mfg. Co.
Two Rivers, Wis.

Hulen Line-up Table Co.
417 E. 10th St.
Kansas City 6, Mo.

Lanston Monotype Co., Div. of
Lanston Industries, Inc.
P.O. Box 4768
Philadelphia 34, Pa.

Leedal Inc.
2929 S. Halsted St.
Chicago 8, Ill.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

Robertson Photo-Mechanix, Inc.
7436 Lawrence Ave.
Chicago 31, Ill.

**MECHANICALLY POSITIONED
GEAR DRIVEN
LINE-UP & REGISTER TABLES**

JOSEPH GELB CO.
52-58 Arlington St.
Newark, N. J.

(See Advertisement Pg. 150)

The BAR-PLATE MICRO-PERFECT

sets the standard for

- layout
- stripping
- and line up

Sizes 20x24 to 62x84

The Bar-Plate Mfg. Co.
Boston Post Rd., Orange, Conn.

(See Advertisement Pg. 149)

THE MIGHTY LIGHT

Dot-etch, Tilt-top



2929 S. Halsted, Chicago

(See Advertisement Pg. 135)

HAMILTON

- Formliners
- Layout Tables
- Artist Retouch Tables
- Dot Etching Tables
- Deep Etch Tables
- Plate-Roller Trucks
- Pacemaker Storage Cabinets

Hamilton Manufacturing Co.
Twin Rivers, Wisconsin
(See Advertisement Pg. 148)

SIEBOLD SAFETY INKS

You make an extra profit by
printing specially designed
safety paper that makes
checks tamper proof.

J. H. & G. B. Siebold
150 Varick St., N. Y. 13, N. Y.

(See Advertisement Pg. 20)

LENSES

Bausch and Lomb
651 St. Paul St.
Rochester 2, N. Y.
Goerz American Optical Co.
Inwood 86, New York
Eastman Kodak Co.
Rochester 4, N.Y.
Kling Photo Corp.
257 Park Ave. South
New York, N. Y.
(Rodenstok Lens)
Zeiss, Carl Inc.
485 Fifth Ave.
New York, N. Y.
Wollensak Co.
Rochester, N. Y.

LIGHT INTEGRATORS

Electronic Mechanical Products Co.
929-931 Atlantic Ave.
New York 17, N. Y.
General Electric Co.
1 River Road
Schenectady 5, N. Y.
Gelb, Joseph Co.
52 Arlington St.
Newark, N. J.
Saltzman, J. G. Inc.
480 Lexington Ave.
New York 17, N. Y.
Unitronics, Inc.
Div. of Lanston Industries
P.O. Box 4768
Philadelphia 34, Pa.

LITHO SCHOOLS

Ryerson Institute of Technology
School of Graphic Arts
50 Gould St.
Toronto, Ont., Canada
Chicago Lithographic Institute
1611 W. Adams St.
Chicago 12, Ill.
Ohio Mechanics Institute
Cincinnati, Ohio
Cleveland Lithographic Inst., Inc.
1120 Chester Ave.
Cleveland 14, Ohio
Univ. of Houston
Cullen Blvd.
Houston 4, Tex.
Los Angeles Trade Tech. College
400 W. Washington Blvd.
Los Angeles 15, Calif.
Dunwoody Industrial Institute
818 Wayzata Blvd.
Minneapolis 3, Minn.
Minneapolis Vocational High School
1101 Third Ave. South
Minneapolis 4, Minn.
Southern Institute of Graphic Arts
1514 South St.
Nashville, Tenn.

New York Trade School
Lithographic Department
312 East 67th St.
New York, N. Y.

Manhattan School of Printing
72 Warren St.
New York, N. Y.

Oklahoma State Tech.
Graphic Arts Dept.
Oklahoma City, Okla.

Rochester Institute of Technology
Dept. of Publishing & Printing
65 Plymouth Ave.
South Rochester 8, N. Y.

City College
1570 E. Colorado St.
Pasadena, Cal.

Murrell Dobbins Vocational School
22nd and Lehigh
Philadelphia, Pa.

Carnegie Institute of Technology
School of Printing Management
Pittsburgh, Pa.

City College of San Francisco
Ocean and Phelan Aves.
Graphic Arts Department
San Francisco, Calif.

David Rankin, Jr., School of
Mechanical Trades
4431 Finney St.
St. Louis 8, Mo.

Clark College
Vancouver, B. C.

W. Va. Institute of Technology
Montgomery, W. Va.

MAGNETIC IMPRINTING EQUIPMENT AND SERVICES

Edmund Scientific Co.
Barrington, N. J.
(Magnifier)
Gardner Laboratories, Inc.
P.O. Box 5728
Bethesda 14, Md.
(Ink Thickness Gauge)
IBM Product Development
Laboratory
Poughkeepsie, N. Y.
(Character Sensing Equipment)

National Cash Register Co.
Dayton, O.
(Testing Service for Printers)

Dick Co., A. B.
5700 Touhy Ave.
Chicago 48, Ill.
(Check Imprinting Press)

MASKING MATERIALS (See Stripping and Masking Materials)

METAL DECORATING (See Presses, Ovens Coaters, Coatings)

METALLIC PAPERS (See Aluminum Foil)

NUMBERING MACHINES

American Wood Type Co.
200 Elmore Ave.
Elizabeth, N. J.
American Numbering Machine Co.
Brooklyn 8, N. Y.
Gane Bros. & Co. of New York, Inc.
480 Canal St.
New York, N. Y.
McAdams & Sons, Inc., John
20 Knight St.
Norwalk, Conn.
Pitney-Bowes, Inc.
Stamford, Conn.
Roberts Numbering Machine Div.
Brooklyn 8, N. Y.
Wetter Numbering Machine Co.
Brooklyn, N. Y.

OFFSET PLATE GRAINERS

Alien Associates
1215 Primrose St.
Cincinnati 23, O.
California Plate Graining Co.
546 Howard St.
San Francisco, Cal.
Chicago Litho Plate Graining Co.
549 W. Fulton St.
Chicago 6, Ill.

You Don't Need a Buyer's Guide To Find

MODERN LITHOGRAPHY

The Leader in the Litho Field

- Keep up to date with all the important news in lithography by reading **ML** !

MODERN LITHOGRAPHY

BOX 31

CALDWELL, N. J.

MODERN LITHOGRAPHY, June, 1960

Dixie Plate Graining Co.
792 Windsor St. W.
Atlanta, Ga.

Illinois Plate Graining Co.
913 W. Van Buren St.
Chicago 7, Ill.

Litho Plate Grainers of Detroit Inc.
1241 10th St.
Detroit 16, Mich.

Litho Plate Graining Co.
of America, Inc.
41 Box St.
Brooklyn 22, N. Y.

New England Plate Graining Co.
222 Columbus Ave.
Boston, Mass.

Photo Litho Plate Graining Co.
120 S. Baylis St.
Baltimore 24, Md.

St. Louis Plate Graining Co., Inc.
3333 LaSalle St.
St. Louis 4, Mo.

Toledo Lithograin & Plate Co.
714 Washington St.
Toledo, O.

Uniform Graining Corp.
648 N. Western Ave.
Chicago 12, Ill.

Western Litho Plate & Supply Co.
1927 S. Third St.
St. Louis 4, Mo.

OPAQUE

Bartels, Gordon Co.
Rockford, Ill.

Craftint Mfg. Co.
1615 Collamer Ave.
Cleveland 10, O.

Davidson Corp., Subsidiary of
Mergenthaler Linotype Co.
29 Ryerson St.
Brooklyn, N. Y.

Di-Noc Chemical Arts, Inc.
1700 London Road
Cleveland 12, O.

Eastman Kodak Co.
Rochester 4, N. Y.

Grumbacher, M., Inc.
460 W. 34th St.
New York 1, N. Y.

Hunt, Philip Co.
Palisades Park, N. J.

Interchemical Corp.
Printing Ink Div.
67 West 44th St.
New York 18, N. Y.

Korn, Henry P.
5 Beekman St.
New York 38, N. Y.

Korn, William
New York, N. Y.

Litho Chemical & Supply Co.
46 Harriet Place
Lynbrook, N. Y.

Pitman, Harold M. Co.
33rd St. and 51st Ave.
Chicago 50, Ill.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

Roll-O-Graphic Corp.
133 Prince St.
New York 12, N. Y.

Siebold, J. H. & G. B. Inc.
150 Varick St.
New York 13, N. Y.

Sinclair & Valentine Co.
611 W. 129th St.
New York 27, N. Y.

Teitelbaum, N., Sons Inc.
261 Grand Concourse
New York 51, N. Y.

Winsor & Newton Inc.
902 Broadway
New York, N. Y.

OVENS (Metal Decorating)

Midland-Ross Engineering
Div. of Midland-Ross Corp.
New York, N. Y.

Wagner Litho Machinery Div.
National-Standard Co.
555 Lincoln Ave.
Secaucus, N. J.

Young Brothers Co.
1839 Columbus Road
Cleveland 13, O.

PAPER

(Code: B—Bond; Bk—Book; Br—Bristol;
C—Cover; E—Envelope; O—Offset.)

Allied Paper Corp.
Kalamazoo, Mich.
Br, B, C, O

American Writing Paper Corp.
Holyoke, Mass.
B, Bk, Br, C, O

Appleton Coated Paper Co.
Appleton, Wis.
B, Bk, Br, C, O

Art Cote Papers, Inc.
Irvington, N. J.
(Metallic Finish Paper)

Beckett Paper Co.
Hamilton, O.
O.

Bergstrom Paper Co.
Neenah, Wis.
O.

Brown Co., The
150 Canoeway St.
Boston, (per pa.)

Brown, L. L. Paper Co.
Adams, Mass.
B, Br, C, E

Cantine, Martine, Co.
Saugerties, N. Y.
Bk, Br, C, O

Woodbine Duplex or Single Colored Enamel

Doubles the selling impact
of printed advertising

The Appleton Coated Paper Co. Appleton, Wisconsin

(See Advertisement Pg. 117, 118)

For a Hard Sell With a Soft Look

Cantine's new
VELVETONE
Dull Coated for
Letterpress and Offset

THE MARTIN CANTINE CO. Saugerties, N. Y.

(See Advertisement Pg. 159-160)

Metal Decorating Ovens

engineered to meet individual
production requirement for

SPEED
QUALITY
ECONOMY

Young Brothers Company
1839 Columbus Rd.
Cleveland 13, Ohio

(See Advertisement Pg. 110)

The Standard of Excellence
in equipment for the

METAL DECORATOR

- Conveyor-type ovens
- Spot Coating Machines
- Offset Proof Presses
- Universal Coating Machines
- Laboratory Coating Machines

Wagner Litho Machinery Div.

National Standard Co.

Secaucus, New Jersey

(See Advertisement Pg. 108)

When quality is paramount
choose
HAMILTON TEXT and COVER

It's quality that makes
Hamilton the country's
leading text and cover line.

Hamilton Paper Co.
Miquon, Pa.

(See Advertisement Pg. 126)

HAMMERMILL PAPERS

For the best in
Paper, and the best
in Service, call
your Hammermill Merchant

Hammermill Paper Co.
Erie, Pennsylvania

(See Advertisement Pg. 26, 27)

In NEW YORK

—Under-One-Roof—

Complete Paper Converting
& Warehousing Services

Cross Siclare & Sons, Inc.
207 Thompson St., N. Y. 12, N. Y.

(See Advertisement Pg. 160F)

Consolidated Offset Enamels

Every sheet double-coated for
• maximum uniformity
• greater stability
• superior pick resistance
• all around finer quality

Available only through your
Consolidated Paper Merchant

**Consolidated Water Power
& Paper Co.**
135 S. LaSalle St., Chicago

(See Advertisement Pg. 101)

ARIEL BOND

Ariel Bond is the
all - purpose bond
for business use.

**The Champion
Paper and Fibre Co.**
Hamilton, Ohio

(See Advertisement Pg. 89, 90)

Champion Paper & Fibre Co.
Hamilton, O.
B, Bk, Br, C, O

Chemical Fine Paper & Board Div.
Standard Packaging Corp.
Holyoke, Mass.
B, Bk, Br, C

**Consolidated Water Power &
Paper Co.**
135 LaSalle St.
Chicago, Ill.
Bk, C, O

Crocker Burbank Papers, Inc.
545 Westminster St.
Fitchburg, Mass.
B, O

Cross Siclare and Sons, Inc.
207-213 Thompson St.
New York 12, N. Y.
(Paper Converters and
Distributors)

Crown Zellerbach Printing Papers
36 S. Wabash Ave.
Chicago 3, Ill.
Bk

Curtis Paper Co.
Newark, Del.
Bk, C

Eastern Fine Paper & Pulp Div.
Standard Packaging Corp.
Bangor, Me.
C, O, B

Falulah Paper Co.
Fitchburg, Mass.
Br

Finch, Pruyn & Co., Inc.
Glens Falls, N. Y.
B, O

Fletcher Paper Co.
Alpena, Mich.

Fox River Paper Corp.
401 S. Appleton St.
Appleton, Wis.
B, Bk, Br

Fraser Paper Ltd.
420 Lexington Ave.
New York 17, N. Y.
B, O, E

Gilbert Paper Co.
330 Ahnaip St.
Menasha, Wis.
B, Br, C

Green & Low Paper Co. Inc.
175 Varick St.
New York 14, N. Y.
(Paper Distributors)

Hamilton Paper Co.
Miquon, Pa.
B, Bk, C, O

Hammermill Paper Co.
Erie 6, Pa.
B, Bk, Br, C, O, E

Hawthorne Paper Co.
Kalamazoo, Mich.
B

Howard Paper Co. Div.
Howard Paper Mills Inc.
Urbana, O.
B

International Paper Co.
220 E. 42nd St.
New York 17, N. Y.
B, Bk, Br, O

KVP Co.
Kalamazoo, Mich.
B, O

Kimberly-Clark Corp.
Neenah, Wis.
B, Bk, Br, C, O

Maxwell Paper Co., Div.
Howard Paper Mills, Inc.
Franklin, O.
B, O

Mead Papers, Inc.
Dayton 2, O.
B, Bk, Br, C, O, E

HOWARD BOND MAXWELL OFFSET

Color guideposts
to business efficiency

Howard Paper Mills, Inc.
Howard Paper Co. Div., Urbana, O.
Maxwell Paper Co. Div., Franklin, O.

(See Advertisement Pg. 55, 56)

TICONDEROGA OFFSET

... a leading member
of International
Paper's first family
of fine papers

International Paper
Fine Paper Div.
New York 17, N. Y.
(See Advertisement Pg. 95, 96)

Minnesota & Ontario Paper Co.
Northwestern Bank Bldg.
Minneapolis, Minn.

Mohawk Paper Mills
Cohoes, N. Y.
B, O, Bk

Mill Brand Paper Co.
667 Washington St.
New York, N. Y.
(Dealer)

Neenah Paper Co.
Neenah, Wis.
B, Br

Nekoosa-Edwards Paper Co.
Port Edwards, Wis.
B, O

New York & Pennsylvania Co.
425 Park Ave.
New York 22, N. Y.
B, Bk, O, E

Northwest Paper Co.
Cloquet, Minn.
B, Bk, Br, C, O, E

Oxford Paper Co.
235 Park Ave.
New York 17, N. Y.
Bk, O

Peninsular Paper Co.
Ypsilanti, Mich.

Whiting Plover Paper Co.
Stevens Pt., Wis.
B, C

U. S. Envelope Co.
Springfield, Mass.
E

Union Bag-Camp Paper Corp.
Fine Paper Div.
Franklin, Va.
O, Br, B

Wausau Paper Mills Co.
Brokaw, Wis.
B, Bk, O

Rhinelander Paper Co.
Rhinelander, Wis.

Rising Paper Co.
Housatonic, Mass.
B, Br, C, O

Scott Paper Co.
Hollingsworth & Whitney Div.
Front and Market Sts.
Chester, Pa.
Br

Strathmore Paper Co.
West Springfield, Mass.
B, Bk, Br, C, O

Tileston & Hollingsworth
Boston 10, Mass.
B, Bk, Br, C, O

Warren, S. D., Co.
89 Broad St.
Boston, Mass.
Bk, C, O

West Virginia Pulp and Paper Co.
230 Park Ave.
New York 17, N. Y.
B, Bk, Br, C, O, E

PAPER—GUMMED AND HEAT SEAL

Brown-Bridge Mills, Inc.
Troy, O.

Dennison Mfg. Co.
Framingham, Mass.

Gummed Paper Corp.
1 Main St.
Brooklyn 1, N. Y.

Gummed Products Co.
Division of St. Regis Paper Co.
Troy, O.

Ludlow Papers, Inc.
Fine Papers Div.
Brookfield, Mass.

Mid-States Gummed Paper Div.
Minnesota Mining & Mfg. Co.
Bedford Park, Ill.

Nashua Corp.
Nashua, N. H.

STERLING Offset Enamel

... for beautiful color
reproduction . . . and
smooth, fast pressruns

West Virginia
Pulp and Paper Co.
230 Park Ave., New York 17
(See Advertisement Pg. 60)

Warren's LITHOGRAPHIC PAPERS

- Luster Kote
- Fotolith Enamel
- Offset Enamel
- Cameo Brilliant
- Overprint Label
- Casco Enamel
- Printone Litho
- Silkote Offset

Consult your Warren Merchant

S. D. Warren Company
Boston 2, Mass.
(See Advertisement Pg. 51)

RISING LINE MARQUE

(25% Cotton Fiber)
in white and five pastel colors—
aqua blue, colonial green, petal pink,
antique ivory & dove gray

The paper with
The "Hand Made" Quality

Write for samples and the name
of the Rising merchant nearest you

Rising Paper Co.
Housatonic, Mass.

(See Advertisement Pg. 155, 156)

Helping Printers . . .
to sell more envelopes
profitably to more users

Consult U.S.E. Envelope Selector Chart
for styles and sizes

Call your U.S.E. paper merchant
for samples and prices

United States Envelope Co.
Springfield 2, Mass.

(See Advertisement Pg. 23)

Soft shadings
are accurately expressed on

OXFORD DUOSET ENAMEL

Choose Oxford papers
for every printing need.

Oxford Paper Co.
230 Park Ave., N. Y. 17, N. Y.
(See Advertisement Pg. 63, 64)

TRO-MARK®

adhesive label paper
• feeds
• prints
• delivers
like the finest quality
printing paper

The Gummed Products Co.
Div. of St. Regis Paper Co.
Troy, Ohio
(See Advertisement Pg. 113)

BEST FOR ANY SURFACE

- M-J Gummed label papers
- ELEET DOT-gummed label papers
 - DRY-STIK Pressure-sensitive paper
 - OLD TAVERN Gold and Platinum label papers
 - GLASSAD Label Paper for gummed side printing
 - LUDLOPAKE-Whiter, high opacity label paper

Ludlow Papers
Ware, Massachusetts

(See Advertisement Pg. 128)

Paper Manufacturers Co.
9800 Bustleton Ave.
Philadelphia 15, Pa.

PAPER—OFFSET PACKING

Cromwell Paper Corp.
180 W. Wabash Ave.
Chicago 32, Ill.

Riegel Paper Corp.
260 Madison Ave.
New York 16, N. Y.

PAPER—PRESSURE SENSITIVE

Fasson Products
Div. of Avery Adhesive
Products, Inc.
262 Chester St.
Painesville, O.

Kleen-Stik Products, Inc.
7300 W. Wilson Ave.
Chicago, Ill.

Ludlow Papers, Inc.
Fine Papers Div.
Brookfield, Mass.

Morgan Adhesives Co.
4560 Darrow Road
Stow, O.

Pres-Sure-Stik Corp.
327 E. 29th St.
New York, N. Y.

**Have you seen our series of
"Helpful Hints about Gummed
Paper" for printers?**

The latest one, No. 22 tells how to
prevent WAVINESS in paper. Write for
one and then select others from the list.

Paper Manufacturers Co.
Philadelphia 15, Pa.
Makers of Perfection® and
Curlproof Gummed Label Paper.
(See Advertisement Pg. 107)

Hammermill Sentry Safety Paper

Just a drop of ink eradiator
shows you how the new Hammer-
mill Sentry Safety Paper protects
your checks

Hammermill Paper Co.
Erie, Pennsylvania

(See Advertisement Pg. 151, 152)

PAPER—SAFETY

Bergstrom Paper Co.
Neenah, Wis.

Gilbert Paper Co.
Menasha, Wis.

Hammermill Paper Co.
Erie 6, Pa.

LaMonte, George, & Son
Nutley 10, N. J.

Mead Papers, Inc.
118 W. First St.
Dayton 2, O.

PASTER (Web-Offset Presses)

Acumeter Co.
Newton Falls, Mass.

H & M Paster Co.
10070 N. Mercer Way
Mercer Island, Wash.

PASTERS, FLYING (Web-Offset)

Major press builders, also

Cline Electric Mfg. Co.
3405 W. 47th St.
Chicago 32, Ill.

PERFORATOR

American Wood Type Mfg. Co.
42-25 9th St.
Long Island City, N. Y.

American Type Founders
200 Elmora Ave.
Elizabeth, N. J.

Boyd, H. S. Co.
6915 E. 14th St.
Tulsa, Okla.

McAdams & Sons Co., John
20 Knight St.
Norwalk, Conn.

F. P. Rosback Co.
Benton Harbor, Mich.

pH METERS

Analytical Measurements, Inc.
585 Main St.
Chatham, N. J.

Bristol Co.
P.O. Box 1790
Waterbury 20, Conn.

Cambridge Instrument Co., Inc.
3546 Grand Central Terminal
New York 17, N. Y.

Photovolt Corp.
95 Madison Ave.
New York 10, N. Y.

Taylor Co., W. A.
7300 York Road
Baltimore 4, Md.

PHOTO-COMPOSING MACHINES (Step-and-Repeat)

**Consolidated Int. Equip. &
Supply Co.**
1112 N. Homan Ave.
Chicago 51, Ill.

Lanston Monotype Co.
Div. of Lanston Industries
P.O. Box 4768
Philadelphia 34, Pa.

Royal Zenith Corp.
180 Varick St.
New York 14, N. Y.

Rutherford Machinery Co.
Div. of Sun Chemical Corp.
401 Central Ave.
East Rutherford, N. J.

PHOTOCOMPOSITION MACHINES (Photo-Typesetting)

American Type Founders
200 Elmora Ave.
Elizabeth, N. J.

PRECISION LITHOGRAPHIC EQUIPMENT

Rutherford Machinery
Div. Sun Chemical Corp.
401 Central Ave.
E. Rutherford, N. J.
(See Advertisement Pg. 24)

CROMWELL

Printed Tympan and
Offset Packing
speeds Press Preparation

• The best run for your money
— unconditionally guaranteed

Cromwell Paper Co.
180 N. Wabash Ave.
Chicago 1, Ill.

(See Advertisement 3rd Cover)

**Davidson Corp., Div. of
Mergenthaler Linotype Co.**
29 Ryerson St.
Brooklyn 5, N.Y.

Filmotype Corp.
7500 McCormick Blvd.
Skokie, Ill.

Intertype Div. of Harris-Intertype
360 Furman St.
Brooklyn 1, N.Y.

**Lanston Monotype Co., Div. of
Lanston Industries, Inc.**
P.O. Box 4768
Philadelphia 34, Pa.

Mergenthaler Linotype Co.
29 Ryerson St.
Brooklyn 5, N.Y.

Photon, Inc.
58 Charles St.
Cambridge 41, Mass.

PHOTOGRAPHIC CHEMICALS (See Films and Chemicals)

PHOTOTYPESETTING (See Photocomposition)

PLATES (See Also Presensitized Plates)

Aluminum Co. of America
1501 Alcoa Building
Pittsburgh 19, Pa.

American Zinc Products Co.
Div. of Ball Brothers
Muncie, Ind.

Gevaert Co. of America, Inc.
321 W. 54th St.
New York 19, N.Y.
(Gevacopy Rapid Aluminum
Plate)

use LESS water with a
**Stark Brush Grained
Aluminum Plate**

Available for all sizes
of offset presses

John Stark Laboratories
339 Pearl St., Hadley, Mass.
(See Advertisement Pg. 160D)

Illinois Zinc Co.
Division of Hydrometals
Chrysler Bldg., N.Y.
2959 W. 47th St.
Chicago 32, Ill.

Interchemical Corp.
Printing Ink Div.
67 W. 44th St.
New York 36, N.Y.

Levey, Fred'k H. Co., Inc.
380 Madison Ave.
New York 17, N.Y.

Matthiesen & Hegeler Zinc Co.
P.O. Box 468
LaSalle, Ill.

Harold M. Pittman Co.
33rd St. & 5th Ave.
Chicago 50, Ill.

Printing Developments Inc.
9 Rockefeller Plaza
New York 20, N.Y.

Stark, John Laboratories
339 Pearl St.
South Hadley, Mass.

PLATES, PRESENSITIZED

Azoplate Corp.
558 Central Ave.
Murray Hill, N.J.

Clerkin, Charles F. Co.
475 Boulevard
New Haven, Conn.

**Davidson Corp., Div. of
Mergenthaler Linotype Co.**
29 Ryerson St.
Brooklyn 5, N.Y.

**Lithoplate, Inc., A Subsidiary of
Harris-Intertype Corp.**
270 N. Arden Drive
El Monte, Cal.

Minnesota Mining & Mfg. Co.
900 Bush Ave.
St. Paul 6, Minn.

Ozalid
Johnson City, N.Y.
Polychrome Corp.
2 Ashburton Ave.
Yonkers 2, N.Y.

Remington Rand
315 Fourth Ave.
New York 10, N.Y.
**Reproduction Research
Laboratories, Inc.**
16 Lower Lincoln Ave.
Oceanside, N.Y.

The World's First 77" Presensitized Plate!

Harris Alum-O-Lith

Whatever the press size, there
is now a Harris Alum-O-Lith
"Eye-Fidelity" presensitized plate to fit it.

LITHOPLATE, INC.

A Subsidiary of Harris-Intertype Corp.
Industrial Park St., Covina, Cal.

(See Advertisement 4th Cover)

3M Photo Offset Plates

Type R—precision made
medium-run plate. Exceeds
performance demands of
three out of four litho jobs.

Type L—high quality
at low cost. Designed for
runs to 5,000 in line, halftone
and color.

Minnesota Mining

& Mfg. Co.

St. Paul 6, Minn.
(See Advertisement
Pg. 36, 137, 153, 154)

Presensitized Litho Plates

of

ALCOA ALUMINUM

- take a fine, sharp, deep grain
- permit finer screen
- require less water, ink, pressure
- give clean, sharp impressions

Aluminum Co. of America
Alcoa Bldg., Pittsburgh 19, Pa.

(See Advertisement Pg. 115, 116)

With P. D. I.'s LITHENGRAVE PLATES

you can count on

- Long Runs
- Top Quality
- Low Cost

Printing Developments, Inc.
Time & Life Building
Rockefeller Center
New York 20, N.Y.
(See Advertisement Page 123)

- PHOTOGRAPHY
- PLATEMAKING
- STRIPPING
- PRESSWORK

They're all covered regularly in the
pages of Modern Litho.

1 Year \$4 2 Years \$7

MODERN LITHOGRAPHY

Box 31 • Caldwell, N.J.

Lith-Kem-Ko Chemicals

For

Wipe-on Surface
 Deep Etch Copperizing
 Proof-Kote Proving

**Litho Chemical & Supply
Co., Inc.**Chicago • Lynbrook, N. Y. •
Los Angeles

Dealers in Principal Cities

(See Advertisement Pg. 102)

ATF**SHEET FED and WEB FED
OFFSET PRESSES**

Also cameras and plate-making
equipment and other graphic
arts supplies.

American Type Founders
200 Elmora Ave., Elizabeth, N. J.

(See Advertisement Pg. 91-94)

HUMICOTE

Premium Coating for
Zinc or Aluminum
Deep-Etch Offset Plates

*Humicote is the coating with
superior resistance to variations
in temperature & humidity.*

RBP Chemical & Supply, Inc.
1640 N. 31st Street
Milwaukee 8, Wis.

(See Advertisement Pg. 133)

S-T**THE FINEST WIPE-ON PROCESS****HAROLD M. PITMAN CO.**

Chicago, Ill. 33rd St. & 51st Ave.
 New York, N. Y. 230 W. 41st St.
 Secaucus, N. J. 515 Secaucus Rd.
 Cleveland, Ohio 3501 W. 140th St.
 Boston, Mass. Pitman Sales, 11 Melcher St.

(See Advertisement Pg. 13)

**durolith
"wipe-on"****ALUMINUM PLATES**

World's Finest
Precision Grained
Aluminum Plate

Capital Regraining Corp.
1125 D Street, N. E.
Washington 2, D. C.

(See Advertisement Pg. 140)

John Stark Laboratories

339 Pearl St.
Hadley, Mass.

Warren, S. D. Co.

89 Broad St.
Boston 1, Mass.

PLATES (Wipe-on)

American Graded Sand Co.
Chicago 13, Ill.

Capital Regraining Corp.
Washington 2, D. C.

Litho Chemical & Supply Co., Inc.

46 Harriet Place
Lynbrook, N. Y.

Pitman, Harold M. Co.

33rd St. & 51st Ave.
Chicago 50, Ill.

Stark, John Laboratories

339 Pearl St.
S. Hadley, Mass.

**PLATEMAKERS (See
Trade Platemakers)****PLATEMAKING
CHEMICALS**

Azoplate Corp.
Murray Hill, N. J.

Canale Chemical Co., Inc.
2633 N. Jerusalem
East Meadow, N. Y.

Frangos, Wm. A., Inc.
241-18 Hillside Ave.
Bellerose 26, N. Y.

Handschy, A. E. Co.
2525 Elston St.
Chicago, Ill.

Litho Chemical & Supply Co.
46 Harriet Place
Lynbrook, N. Y.

**Lithoplate Inc., A Subsidiary of
Harris Intertype Corp.**
278 North Arden Drive
El Monte, Cal.

Mallinckrodt Chemical Works
2nd and Mallinckrodt Sts.
St. Louis 7, Mo.

Minnesota Mining & Mfg. Co.
900 Bush Ave.
St. Paul 6, Minn.

Phillips & Jacobs
522 Race St.
Philadelphia, Pa.

Pitman, Harold M. Co.
33rd St. and 51st Ave.
Chicago 10, Ill.

Polychrome Corp.
2 Ashburton Ave.
Yonkers 2, N. Y.

RBP Chemical & Supply, Inc.

1640 N. 31st St.
Milwaukee 8, Wis.

Roberts & Porter, Inc.

622 Greenwich St.
New York 14, N. Y.

Schultz Deep Etch Chemicals

1240 W. Morse Ave.
Chicago 26, Ill.

Sinclair & Valentine Co.

611 W. 129th St.
New York 27, N. Y.

**POSITIVES, COLOR
(See Color Positives)****PRESSES (Metal
Decorating)**

Crabtree & Sons, Inc., R. W.
56 Beaver St.
New York 14, N. Y.

Harris-Seybold Co.
Div. of Harris-Intertype Corp.
4510 E. 71st St.
Cleveland 5, O.

R. Hoe and Co., Inc., R.
910 E. 138th St.
New York 54, N. Y.

PRESSES—PROVING

**Amsterdam Continental Types &
Graphic Equipment Co.**
268 Fourth Ave.
New York 10, N. Y.

American Type Founders
200 Elmora Ave.
Elizabeth, N. J.

Consol. Int. Equip. & Supply Co.
1112 N. Homan Ave.
Chicago 51, Ill.

Rutherford Machinery Co.
Div. of Sun Chemical Corp.
401 Central Ave.
East Rutherford, N. J.

Vandercook & Sons, Inc.
3601 W. Tuohy Ave.
Chicago 45, Ill.

**Wagner Litho Mach.,
Div. National-Standard Co.**
555 Lincoln Ave.
Secaucus, N. J.

PRESSES—SHEET-FED

American Type Founders, Inc.
200 Elmora Ave., N. J.

Babcock Printing Press Corp.
P.O. Box 950
Canton 1, O.

Copease Corp.
425 Park Ave.
New York 22, N. Y.
Consol. Int. Equip. & Supply Co.
1112 N. Homan Ave.
Chicago 51, Ill.
Crabtree, R. W. & Sons, Inc.
56 Beaver St.
New York 4, N. Y.
Davidson Corp., Div. of
Mergenthaler Linotype Co.
29 Ryerson St.
Brooklyn 5, N. Y.
Dick, A. B. Co.
5700 W. Touhy Ave.
Chicago 48, Ill.
Harris-Seybold Co.
Div of Harris-Intertype
4510 E. 71st St.
Cleveland 5, O.
Hoe, R. & Co.
910 E. 138th St.
New York 54, N. Y.
Levey, Fred'k H. Co. Inc.
4901 Grays Ave.
Philadelphia 43, Pa.
Miehle Co., Div. of
Miehle-Goss-Dexter
2011 W. Hastings St.
Chicago 8, Ill.
Miller Printing Machinery Co.
1135 Reedsdale St.
Pittsburgh 33, Pa.
Photostat Corp.
Rochester, N. Y.
Royal Zenith Corp.
180 Varick St.
New York 14, N. Y.
Turner Printing Machinery, Inc.
6510 Euclid Ave.
Cleveland 14, O.

PRESSES, SILK SCREEN

Dependable Compressor & Machine Co.
157 W. 21st St.
New York 11, N. Y.
General Research & Supply Co.
572 S. Division Ave.
Grand Rapids 3, Mich.
Lawson Printing Machine Co.
4453 Olive St.
St. Louis 8, Mo.

Consult Us
For Complete Offset
Plant Planning
Representatives for Leading
Equipment Manufacturers
TURNER PRINTING MACHINERY CO.
6510 Euclid Ave.
Cleveland 14, Ohio
(See Advertisement Pg. 130)

Markem Machine Co.
Keene, N. H.
Webendorfer Co.
Saugatuck, Conn.
PRESSES—SMALL OFFSET

(This listing covers small duplicator presses up to offset presses size 14 x 20.)

Addressograph-Multigraph Corp.
1200 Babbitt Road
Cleveland 17, O.

American Type Founders Inc.
200 Elmora Ave.
Elizabeth, N. J.

Copease Corp.
Duplicating Division
425 Park Ave.
New York 22, N. Y.

Davidson Corp. Sub. of
Mergenthaler Linotype Co.
29 Ryerson St.
Brooklyn 5, N. Y.

Dick Co., A. B.
5700 W. Touhy Ave.
Chicago 48, Ill.

Ditto, Inc.
6836 McCormick Rd.
Chicago 45, Ill.

Harris-Seybold Co., Div. of
Harris-Intertype Corp.
55 Public Square
Cleveland 13, O.

Miehle Co., Div. of
Miehle-Goss-Dexter
2011 W. Hastings St.
Chicago 8, Ill.

Photostat Corp.
Rochester, N. Y.

PRESSES— WEB-OFFSET

Acme Machinery, Div.
Acme Litho Plate Graining, Inc.
34 West Houston St.
New York 12, N. Y.

American Type Founders Inc.
200 Elmora Ave.
Elizabeth, N. J.

Ashton Press Mfg. Co., Ltd.
60 Beech St.
Ottawa 1, Ontario

The Cottrell Co., A Sub. of
Harris-Intertype Corp.
Westerly, R. I.

R. W. Crabtree & Sons
56 Beaver St.
New York 4, N. Y.

Didde-Glaser, Inc.
Emporia, Kan.
(Tandem Press)

Dilts, Div. Black-Clawson Co., Inc.
Fulton, N. Y.

Goss Printing Press Co.
Div. of Miehle-Goss-Dexter
5601 W. 31st St.
Chicago 50, Ill.

COPEASE COPILITH OFFSET PRESS

Only 47" x 61", the Super does quality work (hairline register) at variable speeds up to 5,000 i.p.h. Maximum image size is 17½" x 23½"; top paper size 18" x 25"

COPEASE CORPORATION

Duplicating Division

425 Park Ave., N. Y. 22, N. Y.

(See Advertisement Pg. 9)

NOW

a highspeed automatic feed silk screen decorator.

The new General N. C3636 Decorator offers precision metal decorating, using all inks and functional coatings formulated for silk screen application.

General Research &

Supply Co.

572 S. Division Ave.

Grand Rapids 3, Mich.

(See Advertisement Pg. 132)

Instant Getaway with ROYAL ZENITH

Single Color Offset Presses
(Sizes 23" 25" 30")

- Quick Makeready
- Fast Blanket Tightening
- Instant Stream Feed
- Quick-Set Side Guides

Royal Zenith Corp.

180 Varick St., N. Y. 14, N. Y.

(See Advertisement Pg. 4)

Smallest Two-Color Offset Press

... latest unit to join Miehle's modern line of offset press equipment ... has many features usually found only on larger presses.

THE MIEHLE COMPANY

Division of Miehle-Goss-Dexter, Inc.

Chicago 8, Ill.

(See Advertisement Pg. 17)

Harris Lithographic Presses

offer control every inch of the way

- Feed/Register Control Zone
- Transfer Control Zone
- Printing Control Zone
- Delivery Control Zone

Harris-Seybold

Division of Harris-Intertype Corp.

4510 E. 71st St., Cleveland 5, O.

(See Advertisement Pg. 98)

**Speedflex
MODULAR DESIGN
PRINTING PRESSES**

- Custom-tailored to your specifications
- Ideal for advertising printing or business forms

Puglisi-Dutro, Inc.

Western Gear Corp.
117 W. Ninth St.,
Los Angeles 15, Cal.

(See Advertisement Pg. 6)

Hamilton Tool Co.
Hamilton, O.

Hantscho Co., George, Inc.
602 S. 3rd Ave.
Mount Vernon, N. Y.

Harris Co., D. L.
835 Fidelity Union Life Bldg.
Dallas, Tex.

Hess and Barker Co.
930 Washington Ave.
Philadelphia 47, Pa.

Hoe and Co., R., Inc.
910 E. 138th St.
New York 54, N. Y.

Kidder Press Co., Inc.
121 Broadway
Dover, N. H.

Levey, Fred'k H. Co., Inc.
Printing Ink and Machinery Div.
Columbian Carbon Co.
4901 Grays Ave.
Philadelphia 43, Pa.

Miehle Co., Div. of
Miehle-Goss-Dexter
2011 W. Hastings St.
Chicago 8, Ill.

Miller Printing Machinery Co.
1101 Reedsdale St.
Pittsburgh 33, Pa.

Offset Press Mfg. Co., Ltd.
15 Alcorn Ave.
Toronto 5, Ont.

Puglisi-Dutro
(See Western Gear)

R & P CHEMICALS

The Lithographer's Best Buy

- Robport Lithotine
- Robport Damp-O-Kleen
- Nu-Life Rubber Blanket Conditioner
- Robport Roller Cleaner and Glaze Remover

Roberts & Porter, Inc.
622 Greenwich Street
New York 14, New York
(See Advertisement Pg. 3)

TRUE-TONE

synthetic rollers

will not melt because of
summer heat and humidity

GRAFCO ROLLER CO.

Div. Graphic Supply Co.

22 Bond St., New York 12, N.Y.

Printing Material Corp.
350 Hudson St.
New York 14, N. Y.

Ryan Co., E. G.
153 W. Huron St.
Chicago 10, Ill.

Tandemer Corp.
3424 Wilshire Blvd.
Los Angeles 5, Cal.

Vanguard Sales and Service
Associate of Orville
Dutro & Sons, Inc.
211 N. Ervay St.
Dallas 1, Tex.

Waldron Corp., John
P.O. Box 791
New Brunswick, N. J.

Webendorfer
Saugatuck, Conn.

Western Gear Corp.
Puglisi-Dutro Inc.
Sales & Service
117 W. 9th St.
Los Angeles 15, Cal.

PRESS WASHERS

Gegenheimer Co., Inc., Wm.
80 Roebling St.
Brooklyn 11, N. Y.

Ryan & Co., E. G.
154 W. Huron St.
Chicago, Ill.

PULSED XENON LAMPS
(See Arc Lamps)

ROLLERS

for the graphic arts
World's Largest
Exclusive Manufacturer

Sam'l Bingham's Son
Mfg. Co.

Home Office
636 Sherman, Chicago 5, Ill.
(See Advertisement Pg. 15)

ROLLERS

American Roller Co.
1342 N. Halsted St.
Chicago 22, Ill.

Bingham's Son Mfg. Co., Sam'l
636 Sherman Ave.
Chicago 5, Ill.

Dayco
Div. of Dayton Rubber Co.
Melrose Park, Ill.

Godfrey Roller Co.
211 N. Camac St.
Philadelphia 7, Pa.

Graphic Supply Co., Inc.
22 Bond St.
New York 12, N. Y.

Ideal Roller & Mfg. Co.
2512 W. 24th St.
Chicago 8, Ill.

Jomac Inc.
6128 N. Woodstock St.
Philadelphia 38, Pa.

Moreland Corp.
Willow Grove, Pa.

National Roller Co.
307 Pearl St.
New York 38, N. Y.

Rapid Roller Co.
2558 S. Federal St.
Chicago 16, Ill.

Siebold, Inc., J. H. & G. B.
150 Varick St.
New York 13, N. Y.

U. S. Rubber Co.
Providence, R.I.

MERCURY

Rollers and Blankets
give quicker wash-up
when you change colors

Save time and headaches
It pays to buy Mercury

Rapid Roller Company
Federal at 26 St., Chicago 16, Ill.
(See Advertisement Pg. 28)

ROLLER AND BLANKET

CHEMICALS

Anchor Chemical Co., Inc.
827 Bergen St.
Brooklyn 38, N. Y.

Davidson Corp., Div. of
Mergenthaler Linotype Co.
29 Ryerson St.
Brooklyn 5, N. Y.

Godfrey Roller Co.
211 N. Camac St.
Philadelphia 7, Pa.

Knox Soap Co.
3300 W. Cermak Rd.
Chicago 23, Ill.

Lithographic Plate Graining Co.
of America
41-43 Box St.
Brooklyn 22, N. Y.

Pitman Co., Harold M.
33rd St. and 51st Ave.
Chicago 50, Ill.

Recht Co., Wm.
50 Church St.
New York 7, N. Y.

Roberts & Porter Inc.
622 Greenwich St.
New York 14, N. Y.

Rogers, Harry H. Co.
5331 S. Cicero Ave.
Chicago 32, Ill.

ROLLER CONDITIONING

CHEMICALS

Anchor Chemical Co., Inc.
827 Bergen St.
Brooklyn 38, N. Y.

Central Compounding Co.
1720 N. Damen Ave.
Chicago 47, Ill.

Ideal Roller & Mfg. Co.
2512 W. 24th St.
Chicago 8, Ill.

Pitman Co., Harold M.
33rd St. and 51st Ave.
Chicago 50, Ill.

Rogers Co., Inc., Harry H.
5331 S. Cicero St.
Chicago 32, Ill.

SCANNERS

(See Color Scanners)

SCHOOLS

(See Litho Schools)

SCREENS

Caprock Developments
165 Broadway
New York 6, N. Y.

Dainippon Screen Mfg. Co. Ltd.
Horikawa St.
Kuramaguchi
Kamikyo-Kw
Kyoto, Japan

Eastman Kodak Co.
Rochester 4, N. Y.

Kemart Corp.
340 Front St.
San Francisco 11, Cal.

Levey, Fred'k H. Co., Inc.
380 Madison Ave.
New York 17, N. Y.

Norman-Willets Graphic Supply Co.
316 W. Washington St.
Chicago 6, Ill.

Repro Art Machinery Co.
Wayne Ave. and Berkeley Sts.
Philadelphia, Pa.

Royal Zenith Corp.
180 Varick St.
New York, N. Y.

SCREEN TINTS AND SHADING MEDIA

Ben Day Inc.
119 Kent Pl. Blvd.
Summit, N. J.

Bourges Co., Inc.
80 Fifth Ave.
New York, N. Y.

Buckbee Mears Co.
Toni Bldg.
St. Paul 1, Minn.

ByChrome Co., Inc.
Columbus 16, O.

Caprock Developments
165 Broadway
New York 6, N. Y.

**CHEMICAL
TOOLS
in AEROSOL & BULK
SOLUTIONS FOR
GRAPHIC ARTS PROBLEMS**
mfg. by
ANCHOR CHEMICAL CORP.
Brooklyn 38, New York
(See Advertisement Page 21)

Craftint Mfg. Co.
1615 Collamer Ave.
Cleveland 10, O.

Fluorographic Sales Div.
Printing Arts Research Labs., Inc.
La Arcadia Bldg.
Santa Barbara, Cal.
(Pre-Separated Art)

Kemart Corp.
2610 Russ Bldg.
San Francisco, Cal.

Roll-O-Graphic Corp.
133 Prince St.
New York 12, N. Y.

SCRIBING TOOLS

Scriber Specialties
1729 E. Fourth St.
Duluth, Minn.

SHEET CLEANERS (Vacuum)

Doyle Co., J. E.
1220 W. 6th St.
Cleveland 13, O.

Oxy-Dry Sprayer Corp.
1134 W. Montrose Ave.
Chicago 13, Ill.

SINKS (See Developing Sinks)

SPRAYS (See Anti-Offset Sprays)

STATIC ELIMINATORS

Acrolite Products, Inc.
Rahway, N. J.

Anchor Chemical Co., Inc.
827-837 Bergen St.
Brooklyn 38, N. Y.

Chapman Electric Neutralizer Co.
P.O. Box 268
Portland 6, Me.

Craig Corp.
143 W. 20th St.
New York 11, N. Y.

Doyle Co., J. E.
1220 W. 6th St.
Cleveland 13, O.

Herbert Products, Inc.
180 Linden Ave.
Westbury, N. Y.

Hewson Co. Inc.
443 Broad St.
Newark 2, N. J.

Nuclear Products Co.
10173 E. Rush St.
El Monte, Cal.

Oxy-Dry Sprayer Corp.
1134 W. Montrose Ave.
Chicago 13, Ill.

Simco Co.
920 Walnut St.
Lansdale, Pa.

Static Eliminator Co.
236 Centre St.
New York, N. Y.

Statikil (See Doyle Co.)

STEP-AND-REPEAT SYSTEMS

(See also Photocomposing Machines)

Sy Pass, Inc.
333 West 52nd St.
New York 19, N. Y.
(Register System)

Anderson, Paul Mfg. Co.
8282 Broadway
San Antonio 9, Tex.

ByChrome Co. Inc.
Columbus 16, O.

Chesley F. Carlson Co.
Ben Franklin Bldg.
Minneapolis, Minn.

Allied Photo Offset Supply Corp.
P.O. Box 506
Hollywood, Fla.

Step and Repeat with CARLSON

Carlson's tested double hole, double pin system gives you fast registration from the stripping to the press.

Chesley F. Carlson Co.
2240 Edgewood Ave.
Minneapolis 26, Minn.

(See Advertisement Pg. 147)

Step-And-Repeat Plates
at minimum cost
on the

RADEN C AUTO STEP
Easy to use as a Ruler

Raden C. Auto Step Co.
816 Bank St., Dept 20
Kansas City 5, Mo.

(See Advertisement Pg. 145)

Mechanical Color Registration Co.
418 E. Maynard Ave.
Columbus 2, O.

Raden C. Auto Step Co.
816 Bank St., Dept. 20
Kansas City 5, Mo.

STORAGE CABINETS (See Cabinets, Storage)

STRIPPING AND MASKING MATERIALS

Appleton Coated Paper Co.
Appleton, Wis.

Di-Noc Chemical Arts, Inc.
1700 London Road
Cleveland 12, O.

Direct Image Corp.
5829 E. Beverly Blvd.
Los Angeles 22, Cal.

Direct Reproduction Corp.
811-813 Union St.
Brooklyn 15, N. Y.

Polychrome Corp.
2 Ashburton Ave.
Yonkers, N. Y.

Roll-O-Graphic Corp.
133 Prince St.
New York 12, N. Y.

Scranton Plastic Laminating Corp.
3216-18 Pitston Ave.
Scranton 5, Pa.

Separon Co.
56 W. 22nd St.
New York 10, N. Y.

Teitelbaum Sons, Inc.
261 Grand Concourse
New York 51, N. Y.

Ulano Products Co.
610 Dean St.
Brooklyn 38, N. Y.

United Mineral & Chemical Corp.
16 Hudson St.
New York 13, N. Y.

TANKS, STORAGE AND MIXING

Fisher, Oscar
Newburgh, N. Y.

Leedal, Inc.
2929 S. Halsted St.
Chicago 8, II.

Sullebarger, Frank
114 Liberty St.
New York, N. Y.

TRADE ASSOCIATIONS

Internat. Assn. Ptg House

Craftsmen
P. E. Oldt, Exec. Sec'y.
Room 307
411 Oak St.
Cincinnati 2, O.

Lithographers and Printers
National Association
Oscar Whitehouse, Exec. Dir.
1025 Connecticut Ave., N.W.
Washington, D. C.

Lithographic Tech. Foundation
William H. Webber, Exec. Dir.
131 East 39th St.
New York 16, N. Y.

National Assn. of Litho Clubs
Edward M. Harwood
430 S. Clark St.
Chicago 5, Ill.

Natl. Assoc. of Photo-Lithographers
Walter E. Soderstrom, Exec. V.P.
317 West 45th St.
New York 36, N. Y.

Natl. Metal Decorators Assoc., Inc.
James G. Smith, Secretary
P.O. Box 506
Crawfordsville, Ind.

Printing Industry of America
Bernard J. Taymans, Mgr.
5728 Connecticut Ave., N.W.
Washington, D. C.

TRADE PLATEMAKERS

AAA Lithoplate & Velox Service
39 E. 21st St.
New York, N. Y.

Advertisers Engraving Co.
126 Dorrance St.
Providence, R. I.

Artisan Litho Service
175 Varick St.
New York, N. Y.

Art Lithocraft Co., Inc.
Kansas City 8, Mo.

Balzer-Slopes Litho Plate Co.
San Francisco 3, Cal.

Bell-Hortenstine Co.
Cincinnati 2, O.

Buckbee-Mears Co.
St. Paul 1, Minn.

California Litho Plate Co.
San Francisco 11, Cal.

Copper Engraving Co.
105 W. Cumberland Ave.
Knoxville, Tenn.

Chicago Litho Plate Graining Co.
549 W. Fulton St.
Chicago 6, Ill.

Colorcraft Co.
2519 Germantown Ave.
Philadelphia, Pa.

Color-tone Reproductions
San Francisco 11, Cal.
Commercial Offset Plate Co.
Cleveland 3, O.
Dreyer & Co., Inc., John
25 Spruce St.
New York 13, N. Y.
Eureka Photo Offset Engraving Inc.
233 Spring St.
New York 13, N. Y.
Fort Wayne Engraving Co.
Fort Wayne 1, Ind.
Graphic Arts Corp. of Ohio
110 Ottawa St.
Toledo 4, O.
Island Litho Co.
65 Chasner St.
Hempstead, N. Y.
Johnston Co., W. R.
22 N. Third St.
Philadelphia 6, Pa.
Kentucky Printing Plate Corp.
430 N. Short St.
Lexington, Ky.
Lange & Preu, Inc.
New York 23, N. Y.
Litho-Art Inc.
175 Varick St.
New York, N. Y.
Litho Lab
626 D St., N.W.
Washington 4, D. C.
Litho Plates Co.
Cleveland 14, O.
Litho-Tone Corp.
333 Hudson St.
New York, N. Y.
Master-Lith Co.
Chicago 5, Ill.
Metropolitan Offset Plate
Service, Inc.
263 9th Ave.
New York, N. Y.
Mueller Color Plate Corp.
2320 N. 11th St.
Milwaukee, Wis.
Murphy & Son, Inc., Daniel
480 Canal St.
New York 13, N. Y.
Offset Engravers Associates, Inc.
42 E. 20th St.
New York 3, N. Y.
Photo Litho Plate Co.
4724 W. 150th St.
Cleveland 35, O.
Process Litho Arts, Inc.
4507 N. Kedzie Ave.
Chicago 25, Ill.
Repro-Art Co.
Los Angeles 13, Cal.
Shadlen Litho-Plate Co.
207 W. 25th St.
New York, N. Y.

Sterling Litho Plate Service, Inc.
65 Flatbush Ave.
Brooklyn, N. Y.
Stevenson Photo Color
Separation Co.
Cincinnati 2, O.
Stockinger & Langbein Photo
Litho Corp.
157 Spring St.
New York, N. Y.
Von Studios
Chicago 25, Ill.
Wayne Color Plate Co.
Dayton, O.
Offset Printing Plate Co.
151 W. 19th St.
New York, N. Y.
Zarwell & Becker
223 N. Water St.
Milwaukee 2, Wis.

USED MACHINERY
Most Printing Press Manufacturers and
Sheldon Printing Machinery
8059 Grand River
Detroit 4, Mich.
Turner Printing Machinery, Inc.
6510 Euclid Ave.
Cleveland 14, O.

**VACUUM PRINTING
FRAMES**
American Type Founders, Inc.
200 Elmore Ave.
Elizabeth, N. J.
Bar Plate Mfg. Co.
Boston Post Road
Orange, Conn.
Brown, W. A. Mfg. Co.
608 S. Dearborn St.
Chicago 5, Ill.
Colwell Litho Products Inc.
316 Chicago Ave.
Minneapolis 1, Minn.
Douthitt Corp.
680 East Fort St.
Detroit 26, Mich.
Gelb, Jos. Co.
52 Arlington St.
Newark, N. J.
Graphic Supply Co.
22 Bond St.
New York 22, N. Y.
Hamilton Mfg. Co.
Two Rivers, Wis.
Hulen Line-Up Table Co.
417 E. 10th St.
Kansas City 6, Mo.
Lanston Monotype Co.
Div. of Lanston Industries
Philadelphia 34, Pa.
NuArc Co.
824 S. Western Ave.
Chicago 12, Ill.
Repro Art Machinery
Wayne Ave. & Berkeley Sts.
Philadelphia, Pa.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.
Robertson Photo-Mechanix, Inc.
7436 Lawrence Ave.
Chicago 31, Ill.

Rutherford Machinery Co.
401 Central Ave.
East Rutherford, N. J.
Wesel Mfg. Co.
1141 N. Washington Ave.
Scranton, Pa.

WATER LEVELS

Gegenheimer Co., Inc., Wm.
80 Roebling St.
Brooklyn 11, N. Y.

WHIRLERS

Brown, W. A. Mfg. Co.
608 S. Dearborn St.
Chicago 5, Ill.
Douthitt Corp.
680 East Fort St.
Detroit 26, Mich.
Gelb, Jos. Co.
52 Arlington St.
Newark, N. J.
Lanston Monotype Co., Div. of
Lanston Industries
Philadelphia 34, Pa.
Norman Willits Graphic Supply Co.
316 W. Washington St.
Chicago 6, Ill.
Robertson Photo-Mechanix, Inc.
7436 Lawrence Ave.
Chicago 31, Ill.

OFFSET PRINTING PLATES

Our 30 year's experience in
color and black and white work,
assures you of highest quality

Graphic Arts
Corporation of Ohio
110 Ottawa St., Toledo 4, Ohio

(See Advertisement Pg. 130)

Color Engravers
to the
Lithographic Industry

EUREKA
Photo Offset Engraving Inc.
233 Spring Street
New York 13, N. Y.
(See Advertisement Page 160A)

Rutherford Machinery Co.
Div. of Sun Chemical Corp.
401 Central Ave.
East Rutherford, N. J.

Schmidt, H. & C.
371 S. Paulina St.
Chicago 12, Ill.

Wesel Mfg. Co.
1141 N. Washington St.
Scranton 9, Pa.

WIPES—PAPER AND TOWEL

Kendall Mills Div.
The Kendall Co.
Walpole, Mass.

Kimberly Clark Corp.
Neenah, Wis.

McGuire Bros., Inc.
44th Road off Vernon Blvd.
Long Island City 1, N. Y.

Sorg Paper Co.
Middletown, O.

Scott Paper Co.
Hollingsworth & Whitney Div.
Chester, Pa.

DEALERS

(In this listing may be found the names of national and local dealers in lithographic supplies, as well as some manufacturers who handle a wide variety of supplies in addition to the basic products listed by subject in the regular alphabetical listings. Many have offices in principal cities. No attempt has been made to list every dealer in every city.)

American Type Founders
200 Elmora Ave.
Elizabeth, N. J.

Anchor Chemical Co.
827 Bergen St.
Brooklyn 38, N. Y.

Bar-Plate Mfg. Co.
Boston Post Road
Orange, Conn.

Bingham's Son Mfg. Co., Sam'l
636 S. Sherman St.
Chicago 5, Ill.

Bowden Graphic Arts Supply Co.
504 E. Lombard St.
Baltimore 2, Md.

McGUIRE BROS.

Wiping Towel Service
... has made the
use of rags by the
lithographer obsolete

McGuire Bros., Inc.
44th Rd. & Vernon Blvd.
Long Island City 1, N. Y.

(See Advertisement Pg. 160G)

Bridgeport Engravers Supply Co.

30 Grand St.
Bridgeport 2, Conn.

Brown Mfg. Co., W. A.
608 S. Dearborn St.
Chicago 5, Ill.

California Ink Co.
545 Sansome St.
San Francisco 11, Cal.

Chemco Photoproducts Co.
Charles St.
Glen Cove, N. Y.

Colwell Litho Products
402 Chicago Ave.
Minneapolis 15, Minn.

Davidson Corp., Div. of
Mergenthaler Linotype Co.
29 Ryerson St.
Brooklyn 5, N. Y.

Eastern Graphic Arts Supply Co.
504 W. 56th St.
New York 19, N. Y.

Eastman Kodak Co.
Rochester 4, N. Y.

Foster Mfg. Co.
13th and Cherry Sts.
Philadelphia 7, Pa.

General Platemakers Supply Co.
5841 N. Kedzie
Chicago, Ill.

Harris-Seybold Co., Div. of
Harris-Intertype Corp.
55 Public Square
Cleveland 13, O.

Hunt Co., Philip A.
Palisades Park, N. J.

Interchemical Corp., Printing
Ink Div.
67 W. 44th St.
New York 36, N. Y.

Jones Graphic Products
118 N. 3rd St.
Albuquerque, N. M.

Korn, Henry P.
5 Beekman St.
New York 38, N. Y.

Lanston Monotype Co., Div.
Lanston Industries
P.O. Box 4768
Philadelphia 34, Pa.

Leedal, Inc.
2929 S. Halsted St.
Chicago 8, Ill.

Litho Chemical & Supply Co.
46 Harriet Place
Lynbrook, N. Y.

Medo Photo Supply Corp.
902 Broadway
New York 10, N. Y.

McKinley Litho Supply
Cincinnati 14, O.

Miehle Co., Div. of
Miehle-Goss-Dexter, Inc.
2011 W. Hastings St.
Chicago 8, Ill.

Miller-Trojan Co.
3 N. Ridge Ave.
Troy, O.

Minnesota Mining & Mfg. Co.
900 Bush Ave.
St. Paul 6, Minn.

Norman Willets Graphic Supply Co.
316 W. Washington St.
Chicago 6, Ill.

NuArc Co.
4110 W. Grand Ave.
Chicago 51, Ill.

Phillips & Jacobs, Inc.
622 Race St.
Philadelphia 6, Pa.

Pitman Co., Harold M.
31st St. and 51st Ave.
Chicago, Ill.

Polychrome Corp.
2 Ashburton Ave.
Yonkers 2, N. Y.

RPB Chemical & Supply, Inc.
1640 N. 31st St.
Milwaukee 8, Wis.

Rissmann Graphic Arts Supply Co.
2714 Pestalozzi St.
St. Louis 18, Mo.

Roberts & Porter, Inc.
622 Greenwich St.
New York 14, N. Y.

Robertson Photo-Mechanix, Inc.
7440 Lawrence Ave.
Chicago 31, Ill.

Rogers, Harry Co.
5331 S. Cicero Ave.
Chicago 32, Ill.

Roll-O-Graphic Corp.
133 Prince St.
New York 12, N. Y.

Rutherford Machinery Co.
Div. Sun Chemical Corp.
401 Central Ave.
East Rutherford, N. J.

Schlanger, K.
333 W. Van Buren St.
Chicago 7, Ill.

Schmidt & Co., H.
321 S. Paulina St.
Chicago 12, Ill.

Schultz Co., H. J.
1240 Morse Ave.
Chicago 26, Ill.

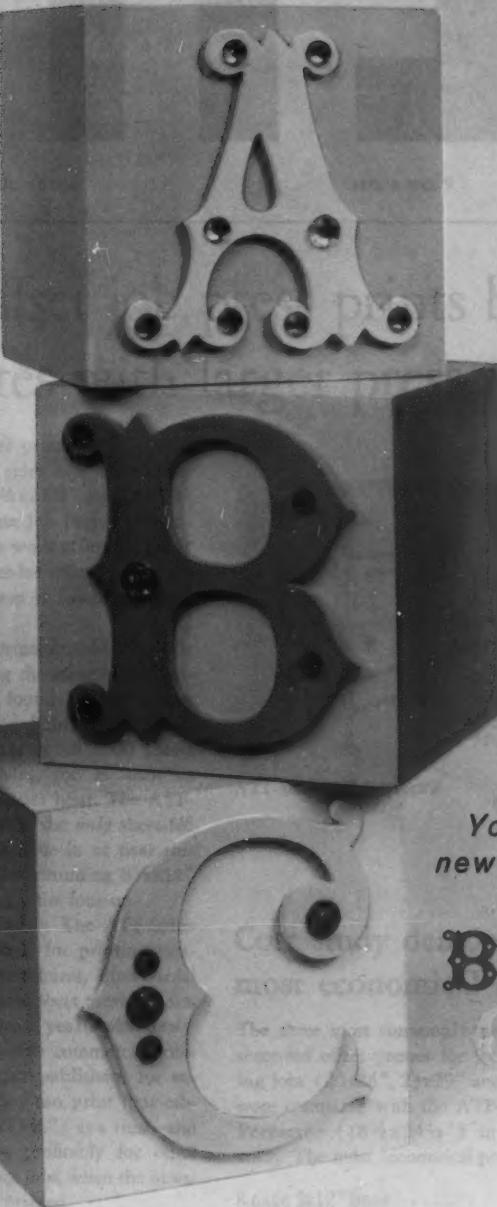
Siebold, J. H. & G. B.
150 Varick St.
New York 13, N. Y.

Sinclair & Valentine Co.
611 W. 129th St.
New York 27, N. Y.

Sullebarger Co., E. T.
114 Liberty St.
New York 6, N. Y.

Turner Printing Machinery, Inc.
6510 Euclid Ave.
Cleveland 3, O.

Walker Supply Co., E. H.
140 Q St. N.E.
Washington 2, D. C.



*You should see the
new*
**riel
Bond
omparison**

Want to take the guessing out of bond paper specifying and buying? Then you'll want to see the new ABC's of bond papers—Ariel Bond Comparison, that is. It spells out from A to Z how and why Ariel Bond is the *all-purpose* bond for business use. And how it combines in proper balance the ten vital characteristics of an outstanding bond: Appearance, Brightness, Whiteness, Uniformity, Erasability, Bulk, Opacity, Strength, Flatness, Economy. Call your local Champion paper merchant, or send coupon for copy of new, informative booklet, entitled "The ABC's of Ariel Bond."



THE CHAMPION PAPER AND FIBRE COMPANY
 Attn.: Advertising Department HAMILTON, OHIO
 Please send me a copy of "The ABC's of Ariel Bond"

NAME _____
 COMPANY _____
 STREET _____
 CITY _____ ZONE _____ STATE _____

ATF offset job press prints both sides at once... competes with larger presses

How much of your printing consists of jobs printed both sides which could be run on sheets $18\frac{1}{2} \times 24\frac{1}{2}$ " or smaller? The new ATF-Solna Job Perfector regularly produces such work at higher profit than any other sheet-fed offset press in its size range—and often at lower cost than larger equipment.

This perfector prints *both sides of the sheet at once*, using the same blanket-to-blanket principle found on the larger, more costly ATF Web Publication Presses. It operates at speeds up to 6000 sheets per hour, thus giving you as many as 12,000 impressions per hour. The ATF-Solna Job Perfector is the *only* sheet-fed offset perfector available in or near this size, which is ideal for running $8\frac{1}{2} \times 11$ " and 9×12 " printing units four-up.

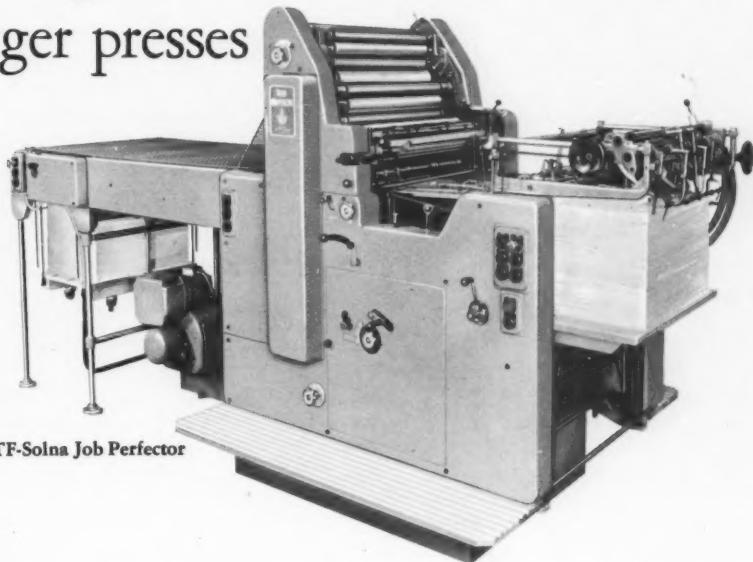
Jobs it can handle: The ATF-Solna Job Perfector is ideal for printing catalogs, advertising brochures, direct mail pieces, business forms, sheet music, books, telephone directories, yearbooks, newspapers, and many other commercial jobs.

Weekly newspaper publishers, for example, will find they can print four tabloid pages ($11\frac{1}{8} \times 17\frac{1}{2}$ ") at a time—and still use the press profitably for other commercial printing jobs, when the newspaper is not being printed.

Publication printers use it as a supplementary press to larger web equipment for the production of short runs on books and publications.

It is a versatile press, because it is easy to print one color on one side—without using the second printing unit to print the other side. When using both, different colors can be printed on each side. Back-to-back register is assured because the sheet is held by one set of grippers while both sides are printed.

The profit story of the ATF-Solna Job Perfector is demonstrated in the report of a cost study, covering specific jobs, which begins at right.



ATF-Solna Job Perfector

Cost study demonstrates ATF-Solna Job Perfector most economical press for 9×12 " book work

The three most commonly-used sizes of sheet-fed offset presses for 9×12 " printing jobs (20×26 ", 23×29 " and 25×38 ") were compared with the ATF-Solna Job Perfector ($18\frac{1}{2} \times 24\frac{1}{2}$ ") in this cost study. The most economical press in each

size was chosen, using impartial industry-recognized cost figures as the basis.

Comparisons clearly demonstrate that the ATF-Solna Job Perfector is in a class by itself for 9×12 " work, and that its advantages grow as quantities increase.

8-page 9×12 " book

	ATF-Solna Perfector	20×26 "	23×29 "	25×38 "
1000	\$ 53	\$ 54	\$ 60	\$ 54
10M	\$ 73	\$ 80	\$ 89	\$ 83
25M	\$ 107	\$ 123	\$ 137	\$ 133
50M	\$ 164	\$ 196	\$ 217	\$ 215

Conclusion: On 8-page books, 9×12 " printed in one color, the ATF-Solna Job Perfector is the most economical press for any quantity (in small runs, the costs are relatively close, but the longer the run the greater the advantage on the Perfector).

(turn page)

(cont. from preceding page)

16-page 9x12" book

	ATF-Solna Perfector	20x26"	23x29"	25x38"
100	\$ 102	\$ 106	\$ 118	\$ 102
10M	\$ 143	\$ 158	\$ 176	\$ 161
25M	\$ 211	\$ 245	\$ 272	\$ 260
50M	\$ 325	\$ 390	\$ 432	\$ 424

Conclusion: On 16-page 9x12" books, printed one color, the Perfector and the 25x38" press are about equal in costs up to 1000 books—with the 25x38" having the advantage of slightly lower plate and makeready costs—but beyond 1000 books, the Perfector takes the lead and increases its competitive advantage as the length of run increases.

32-page 9x12" book

	ATF-Solna Perfector	20x26"	23x29"	25x38"
100	\$ 201	\$ 209	\$ 234	\$ 198
10M	\$ 282	\$ 313	\$ 350	\$ 317
25M	\$ 419	\$ 487	\$ 542	\$ 514
50M	\$ 646	\$ 777	\$ 862	\$ 843

Conclusion: On 32-page books, 9x12" printed in one color, the 25x38" press is competitive up to 1600 books, but again the Perfector is more economical as the length of run increases.

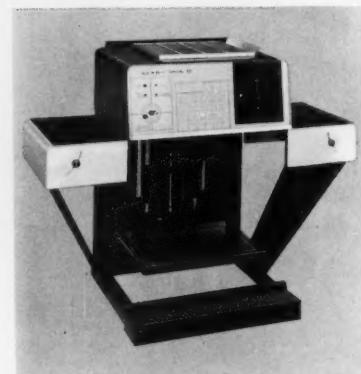
In every case, the 20x26" press is a close second to the ATF-Solna Job Perfector in most quantities.

Your ATF Representative has the complete cost study, and will be happy to review it with you upon request. Be sure to ask him for a copy of the Product Bulletin describing the ATF-Solna Perfector.

What is a cost study based on? Any valid cost study on printing equipment takes into account all the expenses involved in purchasing and operating that equipment. It assumes, also, that the press will operate at about 75% of its rated capacity. It includes fixed charges as follows: depreciation (based upon the investment in the press, delivered and erected), rent and heat (based upon the square feet of floor space required for the press and its operation), and fire and sprinkler insurance. It also includes some variable charges, such as: direct and indirect labor, welfare benefits, payroll taxes, workmen's compensation insurance, light and power, direct supplies, repairs to equipment and general factory expense.

The cost figures shown here were developed by C. M. Foss, Cost Analyst, and are based on current Chicago area standards.

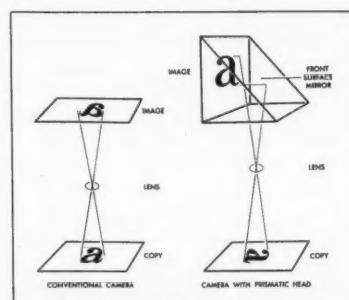
The Versatile Vertical Camera



The vertical process camera has come into its own as one of the versatile tools of the graphic arts industry. Thousands of them are in use making line and halftone negatives in lithographic plants, lettershops, industrial reproduction departments, photogravure plants and even manufacturers of printed circuits. The utility and



application of vertical cameras does not stop there, however. The advent of interchangeable heads and adapters has brought forth many other unique uses. These permit making xerographic and Ektalith exposures, for example.



Probably the most interesting and potentially useful applications involve the prismatic head. This unit, when placed on the camera, inverts the image by means of a front surface mirror placed at 45° to the optical axis, thus projecting an image at 90°. As a result, a right-reading image is achieved as compared to the conventional camera's wrong-reading image.

(cont. in next column)



Edward A. Zickert, though still a young man, has spent more than 20 years with American Type Founders. Sales Manager of ATF's Web Division, Mr. Zickert joined ATF in 1939. Since that time, with the exception of three years spent as a Lieutenant (Bombardier) in the Air Force, Mr. Zickert served as Supervisor of the Credit Department, Manager of Customers' Accounts, Assistant Secretary of ATF, and Secretary of ATF. He was appointed Sales Manager of American Type Founder's Web Division in 1958, and serves with Douglass E. Murray, Vice President of the Division.

(cont. from preceding column)

With a right-reading image it is possible to make direct photocopies using Kodagraph Positive Projection Paper without resorting to an intermediate negative. By using conventional photosensitive papers you can produce right-reading reverse copy in one shot.

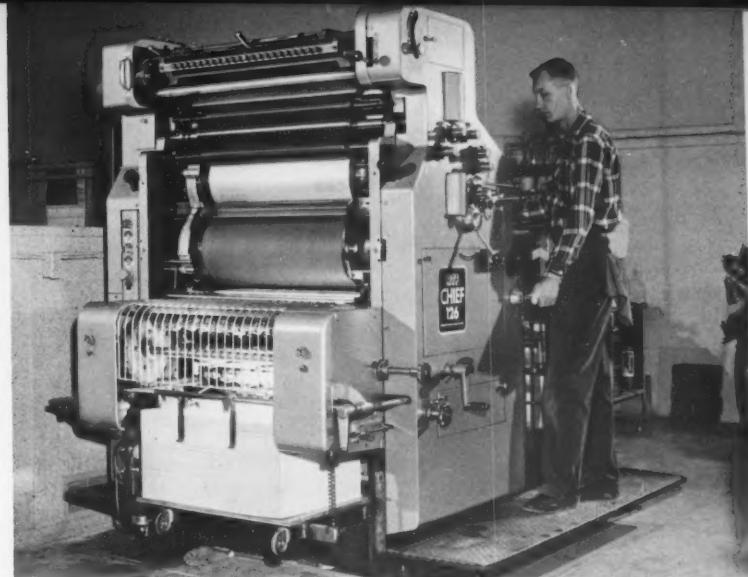
By interposing a contact screen between the photosensitive material and the clear glass of the head, it is possible to make either positive or negative screened type matter. The same technique can also be used to make screen veloxes, again without resorting to intermediate film negatives. This same idea can be extended to direct product photography; for example, small parts can be laid out on the copyboard or on a clear glass background blocked about 2" above the normal copyboard level to eliminate shadows. Of course, position of the copyboard must be adjusted to bring the parts into focus. Direct halftones on paper then can be made in one shot, quickly and economically. These can then be pasted-up with type matter to quickly make a low-cost price list, for example.

These one-shot photocopies take the place of stats in many instances, since they are of reproduction quality. They are a handy, economical way to quickly resize type matter and illustrations and to blow up photocomposition for display purposes.

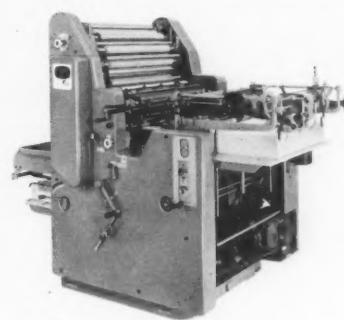
Newspapers using paste-up techniques for display advertising find the Kenro camera with prismatic head an indispensable part of their composing room equipment, since these units will enlarge up to 4 times in one shot or reduce to half size. Kenro's new "Vertical 24" camera, with its accompanying prismatic head, extends the newspaper application even further and provides a means of making proofs of full-size newspaper pages. This same camera can also make the negatives of these pages, after the paste-up has been approved, by merely switching heads.

Where production requirements call for right-reading negatives, the camera equipped with a prismatic head can also be used. This eliminates the need for flopping the negative and permits emulsion-to-emulsion contact printing to take place in platemaking.

As a result of its unusual versatility, the vertical camera continues to find its way, and pay its way, in many places where cameras were not considered practical, including offices, offset duplicating operation, lettershops and small lithographic plants, as well as big platemaking operations where the Kenro vertical camera takes its place in the gallery to handle overload work and also make these specialty-type exposures. Descriptive literature and full information are available from your local ATF Representative, or by writing to us at Elizabeth, New Jersey.



THIS ATF CHIEF 126 and its competent pressman at Didde Printing, Inc., Emporia, Kansas, turned out a *million two-color tags in 20 hours* (including time spent changing a battered blanket, wash-ups, oiling, makeready, etc.). "We ran it at speeds of 6500 to 7000 IPH with no trouble—which surprised us because it was 125 lb. tag stock!" reports Bob Schmidt, Production Manager, shown here with the press. Other Chief 126 owners report similar satisfaction. One New York printer says his 126 gives him up to 40,000 impressions per day, compared to 28,000 per day on a 17x22; another reports averaging 6,000 to 11,000 more impressions per day—and better final results—than he could get from his 17x22. Ask your ATF Representative, or write ATF, for details.



ATF increases press speed of Chief 24

Improvements in the ATF Chief 24 offset press now permit operation at speeds up to 6,500 impressions per hour, an increase of 500 IPH. The press has been re-engineered to provide this extra speed plus stronger, quieter, trouble-free operation. Maximum sheet size is 18x24½".

The variable speed drive has been improved with new springs and stronger belts. Ball bearings and roller bearings have been introduced in all ink form rollers and dampening form rollers, dampening oscillating roller, and the small inking roller. Sintered lubricating materials have been introduced in all rollers in the inking unit, oscillating dampening roller, and the thrust bearing on the large inking drum.

Other mechanical modifications for increasing press speed and smooth-running performance include the use of stronger, hardened materials in the tumbler pins, gripper bars, ink fountain clutch, feeder valves, head stops, and other parts.

At Your Service

Some folks like to believe that a Service Manager hears from a customer only when a complaint is registered.

To point up the fallacy of such a generality you may be interested in reading some of the service bouquets received recently by ATF from satisfied printers:

From Pella, Iowa: "Incidentally, we received the oscillator roller the morning after I called you and had the machine running by 9:00 A.M. That's excellent service and we are happy to express our satisfaction to the people who drop in to see our machine."

From Spokane, Washington: "We would like to take this opportunity to express our appreciation for and congratulate you on the quality of service we have received from your Mr. Harvey and Mr. Melstrom."

From Janesville, Wisconsin: "I want to thank you for your very capable diagnosis of the inking problems we were having with our Little Chief—or rather what we thought was main gear trouble and you laid to the intermediate gears. As you said, we found that the intermediate gear on the inking train was badly worn. Replacing it and the stud eliminated our trouble in short order. We found that the dampening intermediate gear was not badly worn, so did not change it."

"We appreciate the fact that it takes a competent man to diagnose a trouble over the phone, especially a trouble that might have as many ramifications as ours. We are grateful to you for your help in this

(turn page)

(cont. from preceding page)

instance and on a previous time when we had a smashup with our machine."

From Paramus, New Jersey: "The purpose of this letter is to let you know that Thursday of last week I had to call your Service Department on the question of the pump not functioning properly on the Chief 22 that I bought through you. Their answer, the same as their service since I bought the press, has been very gratifying. I will say now that the service received from ATF is second to none." **From Washington, D. C.:** "...in all our experience we have never before had such a competent OR cooperative man in on our equipment." Bouquets belong to service representative Ted Schlottenmeier.

On request, we will gladly give you names of the printers making these statements.

Shop Hints Exchange

Running newsprint on your offset press? To clean the blanket more thoroughly and easier, sponge it with water before you use the blanket wash. Water will loosen the lint or paper fuzz.

—Martin E. Odell
Anderson, Indiana

Keep ink from skinning in the can by adding plain ol' tap water on top of the ink. When you're ready to use the ink again, just dump the water out.

—Hi Impson, Jr.
McAlester Democrat
McAlester, Oklahoma

Keep water ductors moist when press is not in use by wrapping Saran Wrap around them. Helps you get away faster when work resumes.

—Samuel Gettes
The Priestley Printers
Philadelphia, Pa.

For newspapers: Harmless vegetable dyes can be used to mark type in forms or pages to "kill" or "hold". Use one color for each. Apply with a small paint brush.

—John W. Belsky,
Editor and General Manager
The News-Chronicle
Shippensburg, Pa.

Cuts filled with dried ink? Dust them with Bon Ami, then scrub with type wash in the usual manner. They'll clean up like new!

—Phillip M. Dillon
Slovak Catholic Sokol Print Shop
Clifton, New Jersey

Foundry type letter slightly battered? Don't throw it out. Wrap it in Scotch tape and put it back in the case as a "reserve" which can be used (with a little makeready) until the new font of type comes in...from ATF, of course.

—Marty Savar
Savar Printing Service
Philadelphia, Pa.

Another way to keep ink from skinning in the can is to spray it with anti-washup solution—or oil of cloves, if you do not use a commercial anti-washup product.

—Earl H. Snyder
Hall Printing Co.
Binghamton, N. Y.

Hunting for type from standing forms? Do it the easy way: put an extra proof of each job, with the type form location marked on it, in a folder. Look through the folder for the letter or letters you need. (Be sure to remove the proof if you kill the form!)

—John C. Ruygrok
Magoffin Typographers
Los Angeles, California

Automatic Control Attachment for your small Press

You can stop baby sitting your small press or duplicator, cut paper waste, reduce downtime, shorten your printing cycle, and get an exact count on every job by adding an ATF Program-Matic System Control Attachment.

This simple attachment, originally developed by a small professional printer for his own use, installs quickly (without drilling) on the press you are now running. It gives you a reasonable, usable degree of automatic control at a reasonable price. It won't give you the "push-button — untouched-by-human-hands" printing we read about in some trade ads. But it will cut your operating costs by plenty, especially if you do short run, ream or special quantity wrapping, forms or lettershop work.

Models are available for standard 1250 Multi's, Chief 15's and Whitin Masterliths. Full details are available from your ATF Branch, ATF Sales Representative or ATF News, Elizabeth.

Which of these Booklets and Folders may we send you?

ATF Program-Matic System Control—a 24-page Question-Answer presentation of the operation and advantages of selective automatic control for 1250 Multiliths, ATF Chief 15's and Whitin Masterliths.

ATF Web Publication Presses—new 12-page booklet that gives a full account of the presses that make ATF the world leader in offset printing—presses that produce a wide range of materials from magazines and newspapers to gift wrappings. Complete with feature photos, diagrams of web travel, signature charts.



How to Set Up for Offset—a folder describing the equipment you need to get a start in offset. Accompanying worksheet provides approximate prices. A complete offset department, or any part, can be purchased with a low down payment, and easy monthly payments.

Craw Modern Bold—ATF's newest type face, the bold companion to popular Craw Modern, is described and shown "in action" in this new 4-page folder designed by Freeman Craw, the Art Director who developed both faces.

ATF Typesetter Booklet—a new 8-page booklet that illustrates and describes the simple steps in this photomechanical system for rapid low-cost composition of text and tabular material.

ATF Chief 22—the press with common sense built into it. This 8-page folder gives the details about the most compact $17\frac{1}{2} \times 22\frac{1}{2}$ " offset press on the market—and one of the most profitable to own.

ATF Chief 126—this booklet shows you the many advantages of this new ATF 20×26 " offset press, with its speeds up to 8500 IPH. Tells you why this size is ideal for most $8\frac{1}{2} \times 11$ " and 9×12 " work.



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weights and 7 finishes. It is now available in a new white top polyethylene carton to insure better moisture control during delivery and storage.

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TECHNICAL SECTION



Electronics Is TAGA Meeting Theme

ELCTRONICS is the theme of the 12th annual convention of the Technical Association of the Graphic Arts, to be held June 20-22 at the Sheraton Park Hotel, Washington, D. C.

Robert LeFebvre, convention chairman, told ML that a well-rounded group of technical papers has been programmed for the meeting. Technical sessions will occupy the first two days of the meeting, with plant visits scheduled for Wednesday.

Tours include the Bureau of Printing and Engraving, producers of currency and stamps; the Army Map Service, where military maps are produced on five-color offset presses; the Government Printing Office, world's largest printing house; and Haynes Lithographing Co., one of the largest and most modern offset plants in the area.

A total of 19 talks are scheduled for the meeting, many of them devoted to one phase or another of electronics. Included are talks on electrostatic printing, automatic color correction, electronic control in gravure etching, electronic method of development control, an automatic proofreader, and an electronic printing rectifier.

Other papers will cover such things as stability of letterpress presses, lighting controls, the DuPont Photo-Polymer printing plate, measurement of ink and printing qualities, determination of color error and new trends in lithography.



TAGA President Philip Tobias

Banquet speaker Monday evening will be Newman Bumstead of the National Geographic Society, who will narrate a film of a trip he took along the coast of the Atlantic Ocean from Iceland along the European, African and South American coasts.

A guided tour of the city is scheduled for the ladies.

An innovation at this year's meeting will be a special program of the Washington Litho Club, devoted to a discussion of the significance of the TAGA papers "in lay language" with TAGA members invited to join with Washington litho club members.

Panelists who will present digests and interpretations of TAGA papers will include the following: William Reid, Battelle Memorial Institute (electronics and electrostatics); Marvin Rogers, Chicago Paper Testing Laboratory (equipment); Albert Zettle-

moyer, National Printing Ink Research Institute (inks); Albert Materazzi, Litho Chemical & Supply (plates); Michael H. Bruno, LTF (research); and Joseph McSweeney, Progressive Color Co. (photography).

The meeting is scheduled for Tuesday evening. Dinner will be preceded at 5:30 by a cocktail party sponsored by the Washington Supplymen's Guild.

Philip Tobias, graphic arts consultant, is president of TAGA. Serving on the convention committee with Mr. Lefebvre are Robert Rossell, arrangements; Mr. Materazzi, plant visits; Thomas Mitchell, publicity; Mr. McSweeney, treasurer; Deforest Choha, audio visuals; and Robert Luciani, meeting coordinator.

Following is the complete program for the TAGA meeting, as of press-time:

Monday, June 10

Session Chairman—William Reid, Battelle Memorial Institute.

9:30—"The Videograph—A New Approach to Electrostatic Printing." *J. J. Stone Jr., A. B. Dick Co.*

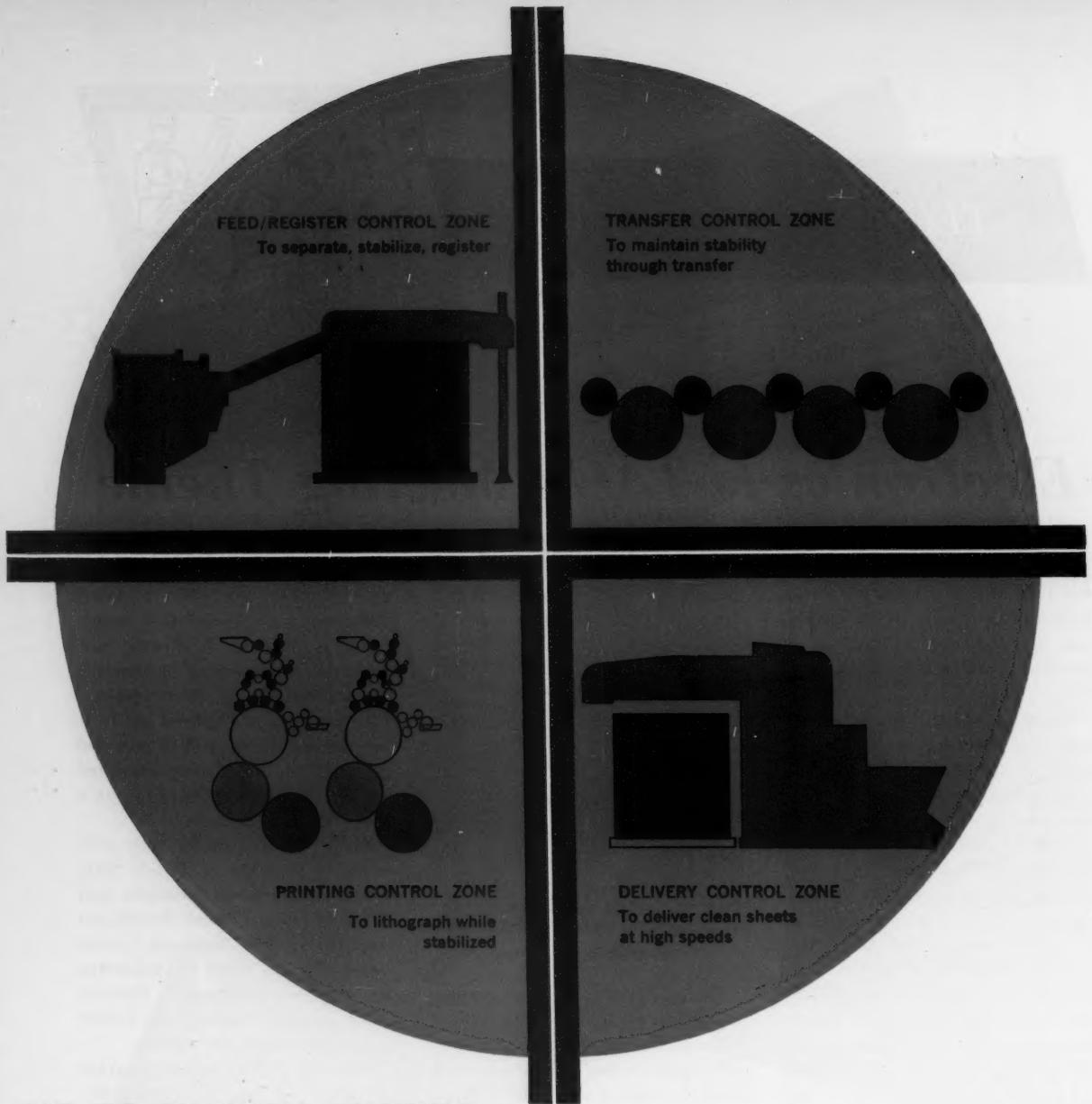
10:00—"Log Etronic Color Correction." *Dwinn Craig, Log Etronics, Inc.*

10:30—"Fundamentals of Single-Solution Etching in Gravure as a Basis for Electronic Control." *James Dugan, Battelle Memorial Institute.*

11:00—"An Electronic Method of Development Control." *H. B. Archer, Southwest School of Printing.*

11:30—"Automatic Electronic Proofreader." *E. R. Kramer, Airtronics International Corp.*

(Continued on Page 148)



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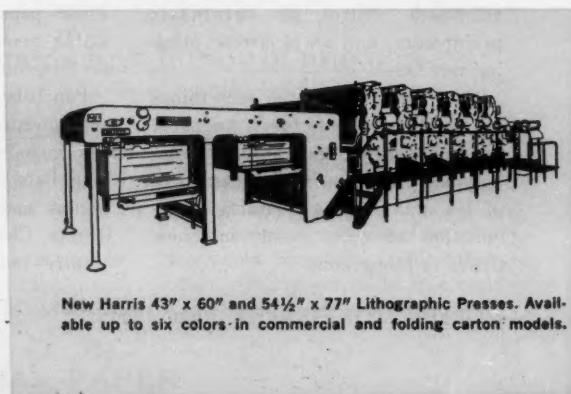
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TECHNICAL BRIEFS

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

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LTF also has mimeographed lists of (1) "Periodicals Abstracted by the Research Department" and (2) "Books of Interest to Lithographers." These are available for twenty-five cents each in coin or U.S. stamps. All inquiries concerning these lists and photostats of original articles (not marked with an asterisk) should be addressed to: Lithographic Technical Foundation, Inc., Research Department, 1800 S. Prairie Ave., Chicago 16, Ill.

Photography, Tone and Color Correction

PHOTOTYPESETTING FOR SCIENCE. Anon. *Printing Magazine*, Vol. 82, No. 13, Dec. 1958, pp. 52-3, 2 pages. A report on the investigation by the American Chemical Society of the use of the Photon in the printing of chemical publications with their complex composition problems. Economics are said to be greater with more complex composition. Certain proposed research on the problems is outlined.

HALFTONE DOT FORMATION. S. Ahrendt. *Graphic Arts Progress*, Vol. 6, No. 1, Jan.-Feb. 1959, pp. 1-2, 2 pages. Halftone images can be produced photographically (glass screen, contact screen, Autoscreen lm) or electronically to a photographic or mechanical result (Fairchild equipment cited). Enlarged views of dots formed by glass screen, contact screen, Autoscreen, and Scan-A-Graver show differences which are discussed.

TONE DENSITY AND PRINTED DOT AREA, PART I. H. O. Patillo. *Graph. Arts Progress*, Vol. 6, No. 1, Jan.-Feb. 1959, pp. 1-2, 2 pages. A mathematical study of the objective relationship of original, intervening camera operations and press sheet. Three references.

Part II. Ibid. Vol. 6, No. 2, Mar.-Apr. 1959, pp. 1-2, 2 pages. Continuation of the above. "In this study the objective has been to predict from given negative densities the final press sheet density. No attempt has been made to correlate the accuracy of the reproduction with the original densities."

*CHINA'S AUTOMATIC TYPESETTER. Anon. *Austral. Print.*, Vol. 10, No. 1, Jan. 1959, pp. 47, 49, 2 pages. From *Printing Abstracts*, Vol. 14, No. 5, May 1959, Abstr. 1685. An automatic type setting machine has been invented by two students of the Central China Teachers' College at Wuhan. It is capable of setting 20,000 Chinese characters per hour. It can remove type from the composing stick automatically, set type of various sizes, make alterations in setting and lift lines. It can also be adapted to set Japanese type.

A COMPARISON OF PHOTOGRAPHIC MASKING SYSTEMS. Karl L. Thaxton. *Proceedings of the 9th Annual Conference of the Research and Engineering Council of the Graphic Arts Industry*, New York City, May 18-20, 1959, pp. 96-101, 6 pages. The many masking systems are similar, yet have confusing, subtle differences. The need for masking is reviewed briefly. Masking pro-

cedures are classified as: pre-masking (contact printing method, and optical image masking); and post-masking (single-stage positive masking and masked mask or two-stage masking). Several job examples are analyzed in relation to character of original, printing process, length of run, inks to be used, etc. and the reason for the specific choice of a masking method to fit the circumstances in each case are explained. Flow diagrams of two masking systems were shown (slides used at the talk are not reproduced in the Proceedings). The considerations governing choice of method are reviewed.

*NEW FILMSETTER. Anon. *Litho-Print.*, Vol. 2, No. 2, Feb. 1959, p. 17, 1 page. From *Printing Abstr.*, Vol. 14, No. 5, May 1959, Abstr. 1689. The Alphatype is a two-unit device with a Smith-Corona electric typewriter keyboard recording on magnetic tape which controls the separate photo-unit. The keyboard unit provides a typewritten copy with "line-kill" automatic quadding and leadering, kerning control, and range of 18-unit set width with a min. of four units. Each font has width card, eliminating rigidity in set width, and 6 to 18 pt. fonts have been developed to date. The unit weighs 35 lbs. The photographic unit, which weighs 100 lbs., is designed for installation with all dials and feeding apparatus in a lighted room with the back end in a darkroom. It photographs through a seven-inch disc of two fonts of 84 characters each, at a speed of sixty words per min. Matter is reproduced in reverse order as the reel unwinds. Takes are of 12 in. length with 60-pica max. width. A strip-in method of correction is employed. It is reported that the price of both units will be about £5,250 with fonts at £23 each. (Filmotype Co., Chicago).

*COLOUR REPRODUCTION. Time, Inc. Brit. Pat. 813,322; *Pat. Abstr. J.*, Nos. 3653/3654, Apr. 15 & 22 1959, p. 10. From *Printing Abstracts*, Vol. 14, No. 7, July 1959, Abstr. 2592. Colour reproduction by electro-optical scanning of the original. A signal for a so-called "black printer" is produced by a specified arrangement.

*SUBTRACTIVE FOUR-COLOR FILM. E. Gretener. Brit. Pat. 814,347; *Pat. Abstr. J.*, Nos. 3659-60, May 27 & June 3 1959, p. 14. From *Printing Abstracts*, Vol. 14, No. 8, Aug. 1959, Abstr. 2918. Subtractive four-color film is produced by electro-optical scanning of a colored original to obtain three-color component signals which are converted into a neutral-gray and three-color remainder signals, a specified percentage of one of which is added to another, and photographically recording the four signals.

*TWO-STAGE MASKING SIMPLIFIED. R. E. Maurer. *Litho-Printer*, Vol. 2, No. 6, June 1959, pp. 35, 37, 2 pages. From *Printing Abstracts*, Vol. 14, No. 8, Aug. 1959, Abstr. 2921. A new method which has been used experimentally takes advantage of the Herschel-effect property of the Kodak Auto-positive Plate, and eliminates the need for pre-masks. In this technique, the final color-correcting masks may be made on

this material by a double exposure directly from the separation negatives. For example, a latent image may be formed with white light modulated by the green-filter separation negative. Part of this image may then be erased by a red-light exposure made through the blue-filter separation. After processing, a plate so exposed will be a color correcting mask for the blue-filter separation negative.

***A SIMPLE GUIDE TO COLOR SEPARATION.** John M. Lupo, Jr. *Canadian Printer and Publisher*, Vol. 68, No. 9, Sept. 1959, pp. 66-9, 4 pages. Author first briefly explains the nature of light and color, and the difference between additive and subtractive color processes. Color separation is explained using for analogy the hypothetical peeling of the three layers of a color transparency, going from this to separation by means of filters. Direct and indirect halftone separations, and the relationship between density and dot size are explained, also how color contamination due to the imperfection of the inks leads to the need for either hand correction by dot etching or photographic correction by masking. 10 diagrams and tables.

COLOR WORK (12). Frank H. Smith. *Lithographer and Offset Printer*, Vol. 55, No. 9, Sept. 1959, pp. 36, 38, 40, 3 pages. Kodak's 'Double Overlay' masking color correction is explained. Advantages are listed as: 1. Operation starts with an ordinary continuous tone set of color separation negatives, hence original can be reflection or transparency copy. 2. Masks are practically transparent except where needed for correction purposes. 3. While a densitometer is desirable, it is possible to do without it.

COLOR WORK (13). Frank H. Smith. *Lithographer and Offset Printer*, Vol. 55, No. 10, Oct. 1959, pp. 27-9, 3 pages. Continuation of a story on making litho halftone positives in a camera with a magenta halftone screen (a Kodak method). The process has been refined and simplified. The use of the Kodak graphic arts computer is mentioned. Two illustrations.

SOME NEW ASPECTS OF COLOR PERCEPTION. M. M. Woolfson. *IBM Journal of Research and Development*, Vol. 3, No. 4, Oct. 1959, pp. 312-25, 14 pages. Author's Abstract. A mathematical analysis is made of Land's recent experiments which showed that fully colored pictures can be produced by a two-color projection system. Although Land's results apparently had been at variance with the classical theories of color perception, it has now been found possible to explain the experiments within the framework of those theories and in conjunction with well known phenomena in the field of experimental psychology. The results are interpreted in terms of a mechanism of color transformation. 11 figures and 12 references.

Planographic Printing Processes

ELECTRICON, PHOTOPLAX AND GEVACOPY SYSTEMS. Herbert P. Paschel. *Modern Lithography*, Vol. 27, No. 11, Nov. 1959, pp. 69-70, 2 pages. Author gives brief de-

scriptions of these three new processes for preparing plates for lithographic presses in the duplicator size range. The Electricon Camera (Robertson Photo-Mechanix Inc.) operates on an electrostatic process related to xerography. The machine is a combination of a camera with optical reversal and the mechanical devices for performing the necessary processing operations automatically. The Photoplax Camera (A. B. Dick Co.) produces an aluminum plate by diffusion-transfer reversal. The equipment combines camera and automated processing unit. The Gevacopy Process (Gevaert Photo-Production, N. V., Belgium) also operates by diffusion-transfer-reversal but with negative material of camera speed, permitting use in camera or enlarger to produce plates enlarged or reduced, as well as same size. Runs of 10,000 are mentioned.

CHARACTERISTICS AND MAKING OF EGG ALBUMIN. IN OFFSET-LITHO CHEMISTRY QUESTIONS. Henry A. Beechem. *Graphic Arts Monthly*, Vol. 31, No. 11, Nov. 1959, pp. 134, 136, 138, 3 pages. Egg albumin is a protein, a complex substance. The circumstances governing the coagulation of albumin are described briefly, and the process of its preparation outlined. The methods used to remove the sugar which is normally in albumin, but must be removed for photographic grades, are by means of bacteria, or enzymes. Straining the redissolved albumin through several thicknesses of cheesecloth to remove residual insolubles is suggested.

EASTMAN KODAK REVEALS "EKTALITH" DIRECT TRANSFER PHOTOGRAPHIC PROCESS. Anon. *Reproduction Review*, Vol. 9, No. 11, Nov. 1959, p. 40, 1 page. Processing is in three steps: 1. Camera (16 sec. exposure); 2. Developer (20 seconds); 3. Transfer, followed by a fixing operation. The method is versatile, can be used with a microfilm enlarger, can reproduce fine line work, solids, some halftones. Plates can be corrected by erasing. One illustration.

INNOVATIONS CUT OFFSET PLATEMAKING TIME TO NEAR THE MINUTE MARK. Herbert P. Paschel. *Photo Methods for Industry*, Vol. 2, No. 11, Nov. 1959, pp. 60-1, 2 pages. Several new items of equipment for quick, automatic production of offset plates of a duplicator size are discussed. The A. B. Dick Co. Photoplax is a fully automatic unit operating on the diffusion transfer reversal process. Gevaert has a somewhat less automatic processor for use with the user's own camera, also dependent on the diffusion transfer reversal process. The Kodak Ektalith process is mentioned with details. The Robertson Electricon operates on an electrostatic principle.

PRINTING DOWN WITH POINT LIGHT ARC LAMPS. Anton Stigler. *Der Polygraph*, 20, Oct. 20, 1959, pp. R29-R30, 2 pages (in German). Three illustrations.

SMALL OFFSET PLATES OF TODAY. Gerhard Nowitzky. *Der Polygraph*, 20-1959, Oct. 20, 1959, pp. 986-7, two pages (in German).

3M REVEALS TWO NEW PLATES. Anon. *National Lithographer*, Vol. 66, No. 11,

Nov. 1959, pp. 84, 86, 2 pages. The two plates are: Type L, a two-sided aluminum surfaced plate for the small plate market; and Type S, a smooth aluminum negative acting, water resistant, highly durable plate with a factory applied printing surface requiring no rub-up with lacquer. Processing is described. One illustration.

Paper and Ink

PLASTIC PRINTING PAPERS REQUIRE CARE IN PRESSROOM. Anonymous. *Inland and American Printer and Lithographer*, Vol. 142, No. 3, Dec. 1958, pp. 62-3, 2 pages. Plastic coated and impregnated printing papers have advantages in durability and soil resistance in handling; they also resist water and can be cleaned. Problems encountered and methods of overcoming them in printing were studied by interviewing paper and ink makers, and letterpress and offset printers using the paper. Register and ink drying problems were encountered. Slower press speeds, fast drying inks planned especially for the paper, increased spray, careful press packing, careful jogging for return, and small lifts in the delivery are some of the suggestions offered.

WHEN ORDERING INKS. Anon. *American Pressman*, Vol. 69, No. 3, March 1959, pp. 17, 21, 24, 3 pages. (Part of a chapter in *Printing Ink Handbook*.) Data required by an ink supplier for ink formulation include: 1. Color or colors to be reproduced. 2. Process and type of press to be used. 3. Surface to be printed. 4. Processing and/or converting requirements. 5. End use requirements. 6. Cost requirements. These are discussed at some length.

PAPER FINISHING MACHINE. Anon. *TAPPI*, Vol. 42, No. 4, April 1959, pp. 117A-118A, 2 pages. Brief story on a machine developed by the Dexter Co., Div. of Miehle-Goss-Dexter, Inc., in conjunction with the S. D. Warren Co. and Champion International Paper Co. This machine inspects a paper web for lumps or voids, sheets it to size, stacks good and defective sheets in separate piles. Rolls may be 32 to 82 inches in width, up to 42 inches in diameter and sheet lengths may be from 36 to 80 inches. Inspection is by "feeling" the surface. Equipment and operation are described. One line diagram.

***WHAT COLOR IS THAT PAPER?** A. Warren. *Print in Brit.*, Vol. 6, No. 11, March 1959, pp. 670-1, 2 pages. From *Printing Abstr.*, Vol. 14, No. 5, May 1959, Abstr. 1893. The reflectance spectrophotometer, paper factors to be considered, and suitable lighting conditions for color matching are discussed.

INVESTIGATIONS OF TINTING AND SCUMMING IN OFFSET PRINTING ON COATED PAPERS. Alf. Arnamo. *Grafiska Forskningslaboratoriet, Meddelande* Nr. 42, June 1959, pp. 48-59, 12 pages. Article in Swedish with abstract in English. In order to investigate the cause to the scumming or tinting which sometimes occurs in multicolor offset printing on machine-coated papers containing casein, a series of experiments has been carried out in a multilith press with the dampening and inking system. (Continued on Page 144)



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LITHO CLUB NEWS

Philadelphia

Offset As An Art Reviewed

Eugene Feldman, president of Falcon Press, Philadelphia, and winner of a number of awards for excellence in artistic offset production, was to be the featured speaker at the June meeting of the Philadelphia Litho Club.

Mr. Feldman has earned a reputation for using lithography as an art medium and has had his work exhibited in such places as the Pennsylvania Academy of Fine Arts, the Dubin Gallery and the Philadelphia Art Alliance Gallery. He has received gold medals from Printing Industries of Philadelphia and the Philadelphia Art Directors Club.

In his talk, Mr. Feldman, pointed to the possibilities for the lithographer to use his craft as an art form to produce material which will not only sell itself, but be conducive to future sales. He also explained how he has used his skills in developing some of his prize winning work.

John Seyfarth was admitted as a new member at the meeting.

Chemistry and Lithography

Carl Harris, manager of the Sinvalco Division of Sinclair and Valentine Co., New York, spoke on "Chemistry and Lithography" at the May meeting of the Philadelphia Litho Club.

In his talk, Mr. Harris emphasized the lack of complete knowledge of the chemical effects in lithography, which still plague the printer.

He pointed out that in some cases two almost identical chemical compounds will have quite a different effect, as in plate desensitization.

To dramatize the lack of knowledge on many matters, Mr. Harris

quoted a passage written by Sennfelder in 1817. "There have still been phenomena that surprised lithographers in the midst of a piece of work and ruined results as if by witchcraft, cases wherein, in two apparently similar manipulations there would not succeed today that which had succeeded yesterday, nay, even an hour ago."

"Admittedly," said Mr. Harris, "we have made a lot of progress since that was written, but we still have a lot to do before we can complete the change from witchcraft to science."

Susquehanna

Press and Blankets Covered

Michael DeLeon, Bethlehem Steel Co., and Owen Hardendorf, Reading Multigraph Co., presented a discussion of the operations of small offset presses at the April meeting of the Susquehanna Litho Club. This discussion was followed by a film presentation on blanket construction, given by Walter Evinly and Joseph Hamm, Reeves Bros., Inc., New York.

At the meeting a new slate of officers for the club was elected. They are: Benjamin Clerico, president; Frank Storey, vice president; John Hyduke, treasurer; Herbert Linderer, financial secretary and Peter Foley, recording secretary.

The club will hold a dinner and dance at Galen Hall, Lancaster, Pa., June 11.

New York

Discuss Presensitized Plates

Thomas Dunne and J. V. Boswell, Lithoplate Inc., Covina, Cal. presented a color film on the development of presensitized plates, par-

ticularly the new 77", at the May meeting of the New York Litho Club.

The film was followed by a question period conducted by the speakers, during which all members who gave correct answers were awarded a silver dollar. Following this a period in which members asked questions of the speakers was held.

St. Louis

View Film on Electrotypes

Members of the St. Louis Litho Club viewed the film, "The Electrotype—The Precision Letterpress Printing Plate," at the club's May meeting.

Raymond Blattenberger, U. S. Public Printer was guest speaker at the June 9 meeting of the club.

A number of club members attended a Film Products Seminar at the David Rankin Trade School, held April 30. Principal speakers were: Michael Connely, Du Pont, W. E. Sherman, assistant manager of Eastman Graphic Reproduction Technical Service Center, and John Severson of Chicago, a Graphic reproduction Technical representative for Eastman Kodak Co.

The Seminar presented a complete review of the different products on the market, new and future products, and the proper application of each.

Buffalo

Sponsor Litho Forum

The Buffalo Litho Club was one of the sponsors of a Lithographic Forum, held May 20, 21, at the Statler Hilton Hotel in Buffalo.

A total of 13 topics were included in the two-day program with material of interest to management, journeymen and suppliers. The topics were "How to Make Better Halftones;" "Seeing Light and Color;" "Paper Troubles on the Press;" "Avoiding Trouble with Ink;" "How to Make Better Surface Plates;" "Deep-Etch Plating;" "Bimetal and Other Plates;" "Handling Plates on the Press;" "Instruments to Make



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Stevens Statement to NALC

Following is the complete text of a letter which William J. Stevens, third president of the National Association of Litho Clubs, read to the executive committee and the Council of Administration prior to the opening of the 15th annual convention of NALC in Boston last month.

IT is high time that the NALC take a good hard look at itself and decide not only where it is going, but where it has been. I feel that I can rightfully discuss this since I am pointing out facts in an organization which I helped to form.

At every convention we hear the same question, "What has the NALC done for me and my club?" All right then, what has it done? We have larger and more lavish conventions, we have grown in membership, we seek more funds from suppliers, . . . and yet we have the same question.

Now, we are attempting to hire a permanent secretary, and obtain permanent headquarters. We are operating on a deficit budget now—and if the top four clubs of the NALC ever withdrew, the NALC would be bankrupt. We are not a PIA, NAPL, LPNA, yet we are trying to match them.

Gentlemen, *this is not our purpose, nor is it the basis on which this group was founded.*

The registration fee at this convention is certainly not low. Now I don't question that it is necessary to cover certain expenses, but I seriously question the need for it all. If we keep this pace we can easily fail, and there are organizations who wouldn't exactly mind if we did. There is no reason for this if we just get back to fundamentals.

There is no reason to have local clubs spend \$1,000 a year on delegates' travel, expenses and per capita dues at this time. Before we go further in the financial rut, let's take a good hard look.

The NALC was founded to help organize and further the interests of local clubs. The NALC should concern itself more with having *strong-efficient local clubs* rather than a massive national.

The NALC convention should be run as a *two-day business conference* in a manner where all delegates can participate.

I will offer several suggestions for your consideration:

1. Do not hire a full time secretary.
2. Obtain the services of a temporary secretarial and mailing firm.
3. Raise dues slightly.
4. Run conventions as a business type conference for two days.
5. Remove the need for lavish conventions.
6. Increase educational material to individual members.
7. Greatly reduce or eliminate the asking of financial help from the supply industry.
8. Rewrite the constitution and by-laws to keep pace with today's needs.
9. Take time to study permanent headquarters for NALC.
10. Take a good hard look and move forward.

the Job Better;" "Color Reproduction and Masking;" and "The Crystal Ball."

Baltimore

Sports Night Featured

The May meeting of the Baltimore Litho Club featured a talk on sports journalism, by John F. Steadman of the Baltimore *News-Post and Sunday American*. Mr. Steadman received an award last year for outstanding sports coverage from the National Sports-writers and Broadcasters Association.

Boris W. Kuvshinoff has been admitted as a member of the club.

The club is planning its annual clambake and picnic, which will be held in September.

Washington

TAGA Papers Analyzed

The June meeting of the Washington Litho Club will feature a discussion and question and answer period on the subjects covered in the paper presented at the annual TAGA meeting to be held in Washington in June.

A panel of experts in the fields presented will give summaries of the various topics and answer questions from the floor. The members of the panel will be Dr. William Reid, Battelle Institute, electrostatics; Dr. A. Zettlemoyer, National Ink Institute, Inks; Benjamin Sites, Miehle-Goss-Dexter, Inc., equipment; Albert Materazzi, Litho Chemical and Supply Co., plates; Joseph McSweeney, Pro-

gressive Color Co., photography; and Michael Bruno, LTF, research. Philip Tobias, president of TAGA will be moderator.

Plate Problems Aired

Edgar Deever, Gerald Anderson and Roberts Goetz, Lithoplate Inc., Covina, Cal., presented recorded and film excerpts from the Southeastern Litho Clinic, centering on plate problems on the press and in the plate-room, at the May meeting of the Washington Litho Club.

The excerpts indicated answers which various shops have found for the numerous plate problems, which arise during production.

The April meeting of the club featured a series of colored slides and a discussion of blankets, presented by Walter McEvilly, Reeves Bros., New York.

New members of the club are Howard Keller, Phillip Green and Robert Butler.

Dallas

Halftone Techniques Covered

The Dallas Litho Club, in conjunction with Dupont's photo products dept. held a program, May 3, on basic halftone techniques and use of the magenta screen, in Dallas, Texas.

Aside from lectures on the topics indicated the program also included demonstrations of techniques using Cronar polyester films.

Detroit

View Color Plate Story

Ernest Baudhuin, Mueller Color Plate Co., Milwaukee, Wis., presented the film "The Mueller Color Plate Story," at the May meeting of the Detroit Litho Club. The film showing was followed by a question and answer period and a review of samples of work done by the company.

Dayton

Graphic Papers Discussed

Frank Benham, Eastman Kodak Co., discussed "Papers in the Graphic Trade," at the May meeting of the Dayton Litho Club. Mr. Benham spoke of the relative values of various graphic trade papers and how they can affect the quality of a lithographer's product if properly used.

Cleveland

Discuss Better Communications

Walter Wolfram, Fenn College Technical Institute, presented a talk on better communications in business, at the May meeting of the Cleveland Litho Club. He explained how much time and material can be lost in a business simply because the members of it do not fully understand one-another when discussing a process or job. He emphasized the importance of learning to express

oneself properly and of making a real effort to understand what the other fellow is trying to explain.

New members of the club are Johnson B. Claywell, William C. Lindquist, Clinton P. Vose, Jr., and James Zimmerman.

Milwaukee

Lithoplate Night Held

Edward Koren and Thomas Dunne, Lithoplate, Inc., Covina, Cal. presented a film program describing the new 77" pre-sensitized plates at the May meeting of the Milwaukee Litho Club.

The April meeting of the club featured the "Mueller Color Plate Story," presented by Ernest Baudhuin, Mueller Color Plate Co., Milwaukee.

South Florida

Fritsche Tells Tricks

Rudolf Fritsche, offset teacher and consultant, discussed tricks for the cameraman in making special negatives, tints, phantom combinations, and dropouts at the May meeting of the South Florida Litho Club. He also discussed black and white, color platemaking and mechanical stripping.

Twin City

Hold Panel on Stripping

A panel, made up of local experts, discussed the problems and techniques in good stripping at the May meeting of the Twin City Litho Club.

Items discussed by the panel included organization of a stripping department preparation of copy for stripping; stripping with register pins; stripping for presensitized plates; and stripping for multiple fold work. The program included samples illustrating points covered.

The June meeting of the club will be held with the same format covering platemaking.

During July and August the club will visit the plants of American Can

Co., St. Paul and Northwest Paper Co., Brainard, Minn.

New members of the club are Joseph Cory and Stanley Franson.

Shreveport

Halftone Discussed

The May meeting of the Shreveport Litho Club featured a discussion of halftones and the proper techniques for producing them. The program was conducted by Theodore Haller, Dupont Co.

Conn. Valley

Visit Bradley Plant

As the educational feature of the June meeting, members of the Connecticut Valley Litho Club visited the plant of the Milton Bradley Co., Springfield, Mass. They inspected the facilities with which the company manufactures the many games and items for which it is well known.

The club's summer outing will be held in August at Turner Park, East Long Meadow, Mass.

Kansas City

Organizing New Club

About 80 persons attended the organizational dinner meeting of the new Kansas City Litho Club held late in May.

Officers will not be elected until this fall, but temporary officers were chosen to serve until a regular election. They are Allen Lilja, Art Lithocraft, Inc., president; Charles McGee, Vile-Goller Printing Co., vice president; Carl Clark, Jr., Clark Printing Co., secretary; Robert Schafer, Krug Litho Art, treasurer.

Dues are \$12 a year in addition to a \$3 initiation fee. Charter members may sign up before September 5 for \$6, a half year's dues with the initiation fee waived.

Meetings will be held each month except in July and August. Meetings are held at the Kansas City Ad Club.



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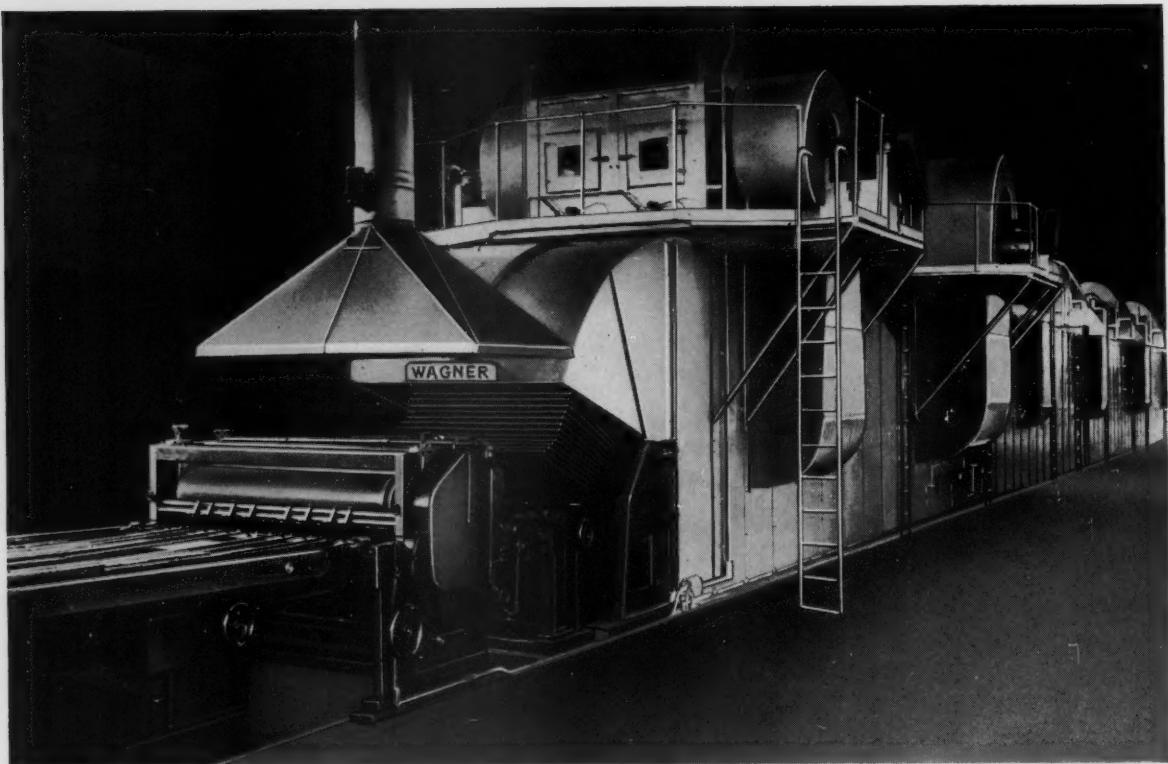


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Above: The Wagner D.E.F. Oven for 55 Gallon Drum Body Sheets

Ovens that Can Take It!

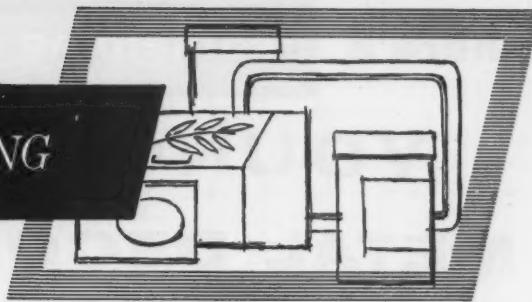
Wagner Ovens can take it! They are built to last. Quality work has been proven by drum and pail manufacturers, sign companies, closure manufacturers, can companies, metal decorating jobbers and toy companies. Sanitary lacquers and delicate shades of color are perfectly baked.

As the ovens are especially designed for the Metal Decorating Trade—many exclusive features have been enthusiastically received. Why not find out more about these features by asking for our catalog, or, better yet, give us a call? We shall be glad to help you with your baking problems. No obligation!



Wagner Litho Machinery Division
NATIONAL-STANDARD COMPANY
Secaucus, N.J.

METAL DECORATING



Burners for Metal Decorating Ovens

By *Lowell F. Crouse*

Vice President, Maxon Premix
Burner Co.

As manufacturers of industrial gas burners, we come into contact with many different industries. The common denominator is the use of heat in the processing of materials. From this perspective, it seems to us that the metal decorating industry is one of the most progressive with which we deal. Let me illustrate what I mean:

We have been fortunate enough to supply burners to three of the leading manufacturers of litho ovens. One of them recently reminisced that a typical metal decorating oven of his design, using our burners handled 40 21 x 27" sheets a minute at the end of World War II—10 to 15 years ago.

Today, a modern, high-speed oven like the Wagner units at the Continental Can plant in Maspeth, N. Y., is capable of handling up to 150 sheets a minute of 36 x 43" size.

Applying some simple arithmetic I find that this figures out to 10 times the production of only 10 years ago.

Operating temperatures also have gone up to 450° F. or more for some types of work. The development of new coatings and lacquers has permitted shorter baking and curing cycles. I am informed that the research people in the industry are

working toward still greater developments in this direction.

Another oven is in a plant of Rheem Mfg. Co. for the fabrication of 55-gallon drums. The sheets handled are 45 x 76" and they weigh close to 50 lb. each. At the rate of 70 sheets a minute, this adds up to more than 200,000 lbs. (100 tons) an hour production.

What has this to do with gas burners? The rapid increase in rates of production has posed problems for the manufacturer of combustion equipment. Answering the challenge of your industry has resulted in better gas burners and improved burner application.

Limited Turn-Down Range

The gas burners used in the older models of lithographing ovens were of types having comparatively limited turn-down range. Turn-down range is a commonly-used term in the combustion industry. Every burner may be rated as to maximum and minimum gas burning capacity. The ratio between these two capacities is known as the turn-down of the burner. For example, a burner with a maximum capacity of 500,000 B.T.U. an hour and a minimum capacity of 100,000 B.T.U. an hour is said to have a 5:1 turn-down range. The burners in the older ovens were characterized by

turn-downs of 5:1 to perhaps 6:1.

The burner mixer in the older ovens discharged upward from its location beneath the oven. The burner itself was installed within the main oven housing. Internal circulation of the heated gases was secured by fans within the oven.

As air volume requirements were stepped up beyond what could be handled conveniently by fans within the oven, it became necessary to substitute externally-fired heaters on one or more zones. The first zone in the improved ovens is the DEF or direct externally-fired zone, which handles the large volume of air which must be circulated in this area where most of the solvent vapors are released. The heater used is a Linoflame line-type gas burner.

The Linoflame burner has been a standard in industrial air heating work for many years. Because of the many small flames, it provides nearly ideal distribution of heat across a duct or heater box. The maximum turn-down range of about 6:1 is ample for continuously-operating, constant-load processes, but not for widely-fluctuating loads or intermittent operation.

Wider Throttling Range

The trend toward higher operating temperatures, greater volumes of air,

From a talk presented at the 25th NMDA convention, New Orleans.

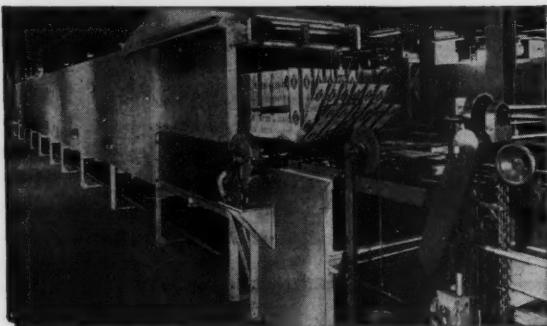
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it's engineered to
meet individual
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Battery of large, high speed D. E. F. Metal Decorating Ovens



B. I. F. Metal Decorating Oven with zone control and recuperative cooling



High speed, combination D. E. F. and D. I. F. Metal Decorating Oven

A metal decorating oven is a highly mechanized production unit in a specialized field — and it will only perform at maximum efficiency in your plant if it has been engineered and built by men well versed in every phase of oven engineering.

In Young Brothers Metal Decorating Ovens you get the experienced engineering and precision operation which are vital in producing high speed, high quality metal decorating. Young Brothers "know-how", based on 60 years of building individually

designed ovens for all baking and drying processes, combined with a thorough knowledge of the Metal Decorating Industry is your assurance of better finished products at lower cost.

A wide variety of basic sizes and types of Young Brothers Metal Decorating Ovens are available to meet your specific requirements. Investigate what their advantages can mean to you — details are available without obligation. Write today!

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shorter bakes and higher speeds in ovens of this type has made it necessary to develop and use burners having wider throttling ranges. Ranges of 4:1 or 6:1 are no longer adequate turn-downs.

'Explosimeter' Control

Metal decorators are familiar with the use of the so-called "explosimeter" control of oven exhaust, which, in effect, regulates the amount of fresh air taken into the oven in proportion to the concentration of solvents in the exhaust. This variable exhaust control is an important economy measure. It makes it unnecessary to heat up and dump out the stack excessive quantities of air when solvent loads are light. For example, one oven may require as much as 18,000 SCFM exhaust for some types of work, but only 6,000 SCFM for others. This difference of 12,000 CFM involves a difference of 5 MM B.T.U. per hour in heat input required. That is, it takes 5 MM B.T.U. per hour extra just to heat an unnecessary 12,000 SCFM to 450° F.

However, this system has the effect of accentuating the need for turn-down. Total turn-down for the first zone of such an oven may have to be 10:1 or 15:1 to cover the variety of work handled, provide quick rise to temperature, and avoid over-riding of temperature during idling periods.

Fortunately, our company had developed for use in government arsenals during World War II a new burner which could be adapted to oven applications. This was the Wide-Range gas burner. It is a nozzle-mixing gas burner using low pressure gas and one pound air from a central blower system.

Threaded Inlet

Air enters the main body casting through a threaded inlet at the top. Gas enters at the rear through a conical central tube. Air and gas do not mix until discharged into the refractory burner block, hence the description nozzle-mixing type. It is therefore possible to throttle the burner down to extremely low firing rates

without possibility of flash-back, and the patented multi-stage burner block with tunnels of progressively larger diameter holds flame at very high capacities. Under oven heater operating conditions, turn-downs of 20:1 or more are easily secured. That is, the minimum capacity may be as low as 1/20 or 5 percent of the maximum capacity.

All of the modern Wagner, Ross and Young Brothers ovens have been equipped with this type of burner.

The recirculated gases from the oven chamber enter the heater from below. Fresh, make-up, room air

enters from the rear, adjacent to the burners. Fresh and recirculated air are heated by the burner flames and pulled into the big fan for delivery back into the oven.

The Wide-Range burner burns with a torch-like flame, three to five feet long at high fire. In order to accommodate the high heat releases required in some of the zones, multiple burners have been used. Multiple burners assure good distribution of heat into the moving air stream.

Airflo Line Burner

About a year ago we completed two years of research to develop an

ACRO-FLEX

A FLEXIBLE METAL-DECORATING COATING

This new acrylic-enamel weathers well, retains its color, stays glossy-bright. Resists chemical action, chipping and abrasion. Investigate ACRO-FLEX. It's right from start to "finish"—on any metal.

GORDON BARTELS COMPANY
2600 Harrison Street • Rockford, Illinois

'BARTELS'

improved line burner with wide turn-down performance. The Airflo Line Burner was the result. This is a burner which has all the distributional advantages of the Linoflame burner, and much shorter flame lengths than the Wide-Range burner, but with turn-downs from high fire to low fire ranging from 12:1 to 15:1 under oven operating conditions. As previously indicated, this is ample for

litho ovens of the latest types. Another advantage as compared with the nozzle-mix burner is that a single burner may be used instead of multiple units simplifying the flame failure safety controls. A single miniature flame rod is used on each burner.

An Airflo burner is an assembly made up of several burners. Available are various shapes, such as tees and crosses, so that many configurations

are possible to fit individual installations.

Airflo line burners were developed exclusively for industrial air heating applications. The design is based upon utilization of some of the oxygen present in the air stream being heated. Superior performance results from the use of perforated stainless steel "mixing plates" which reach out into

(Continued on Page 147)

National Opens Two New Plants



New Vancouver, Wash., plant of National Can Corporation. Now in production, the 125,000 sq. ft. facility will have a peak production capacity of more than 1,500,000 cans daily. The Vancouver establishment is the nineteenth plant to be integrated into National Can's coast-to-coast operation. It will serve fruit and vegetable processors in Oregon and western Washington. Another new National Can plant is located in Yakima, Wash., serving packers in central and eastern Washington.

THE two newest can manufacturing plants built by National Can Corporation, in Vancouver and Yakima, Wash., are now in production, according to the company.

The Vancouver facility, which covers an area of 125,000 square feet, will have a peak production capacity of more than a million and a half cans daily. The plant will house equipment for lithographing and lacquering tin plate, in addition to assembly lines for production of can bodies and ends.

The 60,000 square feet Yakima plant will have a daily capacity of more than half a million cans.

Personnel changes in connection with the new plants include appointment of H. Dale Jordan, manager at Vancouver, and Robert E. Gruber, manager at Yakima. Robert L. Thompson replaces Mr. Jordan as manager of National Can's plant at Sunnyvale, Cal.

Mr. Jordan, who will be responsible for manufacturing operations at both plants, came to National Can in 1949. He had been manager of the Sunnyvale plant since 1955.

Mr. Gruber joined the company in

1946, starting as a mechanic, and worked in various capacities in National Can's California plants until his recent promotion and appointment at Yakima.

Mr. Thompson had been manager at Stockton before his new assignment.

Continental Elects Two

William M. Cameron and Charles B. Stauffacher have been elected to the board of directors of Continental Can Co. Mr. Cameron is executive vice president of Continental's glass and plastics operations group. A native of Chicago, he joined Continental in 1944, when the company purchased Cameron Can Machinery Company.

Mr. Stauffacher joined Continental in 1952 as control officer. He was elected vice president in charge of finance in 1954.

Carrier Joins Parker

Parker Metal Decorating Co., Baltimore, has appointed Sam C. Carrier, formerly with Continental Can Co., as sales manager of the Parmeco (housewares) Division. He succeeds

Herman G. Voelker, who has resigned.

Mr. Carrier has an extensive background in the metal fabrication and decoration field, having been merchandising manager of Continental's housewares division since 1956. In this capacity he was responsible for product planning and development, advertising and marketing, and manufacturing and sales coordination.

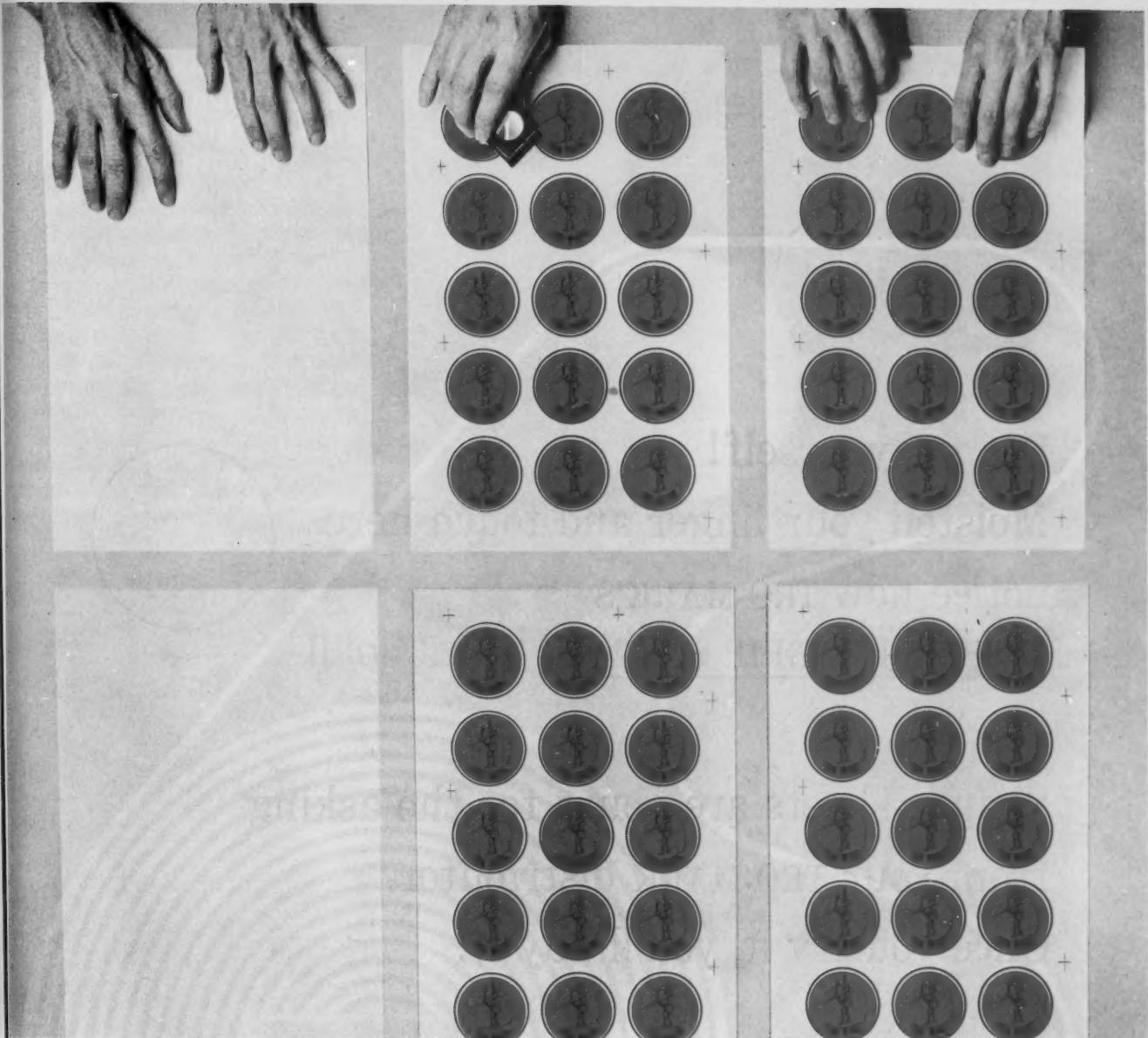
Prior to his connection with Continental, he was employed by Huron Milling Co. successively as salesman, manager of advertising and sales promotion and associate director of industrial sales.

Fredenburgh Joins National

Harold D. Fredenburgh has been named Central division manager of engineering for National Can Corp. Mr. Fredenburgh will report to W. H. Douglass, assistant vice-president and division manager of manufacturing.

Cans made from U. S. Steel's new tin plate cut weight almost in half. The cans at left are made from the new thin tin plate. Facilities for commercial production are now in the experimental stage, according to U. S.





feeds...prints...delivers...like the finest quality printing paper

This is new **TRO-MARK® adhesive label paper**

That's right! New TRO-MARK has more production advantages than any other adhesive paper you've ever used—and for any type of printing equipment—letterpress, offset or multilith! TRO-MARK feeds, prints, delivers, jogs, perforates and die-cuts just as if it had no adhesive at all! TRO-MARK's unique **SUSPENSION-GRIP SURFACE** allows you to store it—both before and after printing—without danger of

in-storage spoilage. And since new TRO-MARK stays "flat as a board" even during multiple press runs, you get more perfect sheets per hour—a saving of paper, time and money.

Now turn this page and see for yourself why so many printers are turning to new TRO-MARK adhesive label paper.



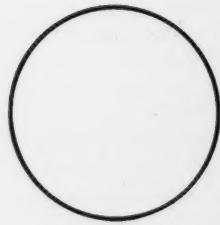
The Gummed Products Company

Division of St. Regis Paper Company • Troy, Ohio

THIS INSERT IS PRINTED ON TROJAN TRO-MARK #820 E.F. "TRO-MARK" LICENSED UNDER PATENT #2793966

See for yourself!

Moisten your finger and touch here...
notice how TRO-MARK'S
SUSPENSION-GRIP SURFACE takes hold!



Sample sheets are yours for the asking
from your TRO-MARK distributor.
Once you try it, you'll buy it!

The Gummed Products Company

Division of St. Regis Paper Company • Troy, Ohio



Safran Printing Company proves web-offset quality with plates of Alcoa Aluminum

Quality, high-speed publication printing by web-offset is a reality. Detroit's Safran Printing Company proves it every day with notable results. Examples: Safran's big web-offset presses print the outstanding trade weekly, **AUTOMOTIVE NEWS**; special color sections of **FORTUNE** magazine; and color inserts in the Mexican and Caribbean editions of **LIFE EN ESPANOL**. ■ Hy Safran, president, states, "An important factor in Safran quality is our exclusive use of PDI Lithengrave plates, made with Alcoa Aluminum." And what about performance? An official of **AUTOMOTIVE NEWS** states that the switch from letterpress to web-offset resulted in reduced costs, greater flexibility in editorial make-up and better printing quality. ■ Safran has just installed its fourth web-offset press—a 10-color magazine press capable of running 1,200 feet per minute. It, too, will be standardized on Lithengrave plates, manufactured by Printing Developments, Inc. ■ The bimetallic Lithengrave plate provides a uniform, grainless surface. The image is actually etched into hard metal—a photoengraving for an offset press. Lithure and Lithengrave hard-metal plates were developed by PDI with the assistance of Alcoa. ■ Today, most printers with exacting litho assignments have switched to plates of Alcoa Aluminum. They take a fine, sharp, deep grain . . . permit a finer screen . . . require less water, ink and pressure . . . give clean, sharp impressions with good color "punch" on longer runs. There are sizes and types for every job—surface, deep-etch, presensitized, wipe-on, bimetallic and trimetallic. ■ Lithographic plates of Alcoa Aluminum are available through reliable manufacturers and suppliers. Let us send you a list of these suppliers and our new folder about aluminum plates. Write **ALUMINUM COMPANY OF AMERICA**, 1851-F Alcoa Building, Pittsburgh 19, Pa.



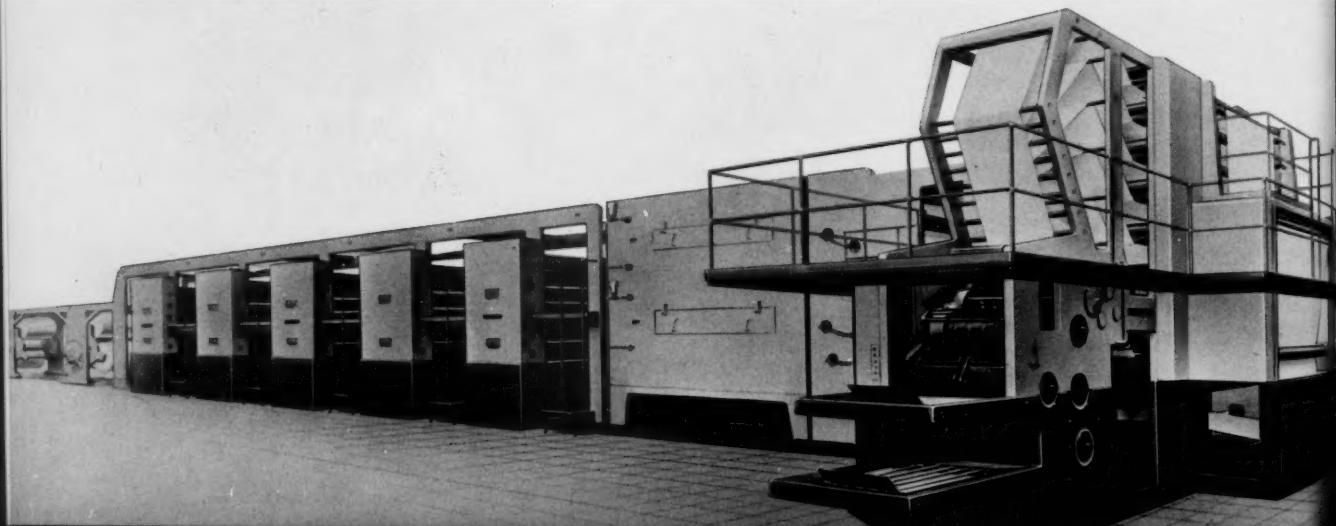
ALCOA ALUMINUM

LITHO QUALITY



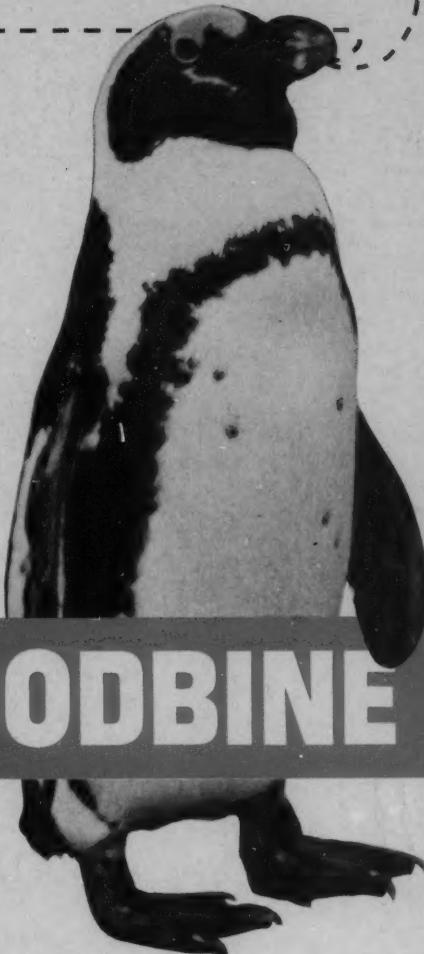
Hy Safran, president, Paul Clavenna, plant superintendent, and David Safran, v.p., check a recent color job run from PDI Lithengrave plates made with Alcoa Aluminum.

(Below) Safran's new 10-color web-offset press has a web width of 50 inches, runs 1,200 feet per minute, delivers over 24,000 64-page, 8½ x 11 inch signatures per hour.



Doubles THE SELLING IMPACT

of Printed Advertising



WOODBINE

Duplex or Single
COLORED ENAMEL



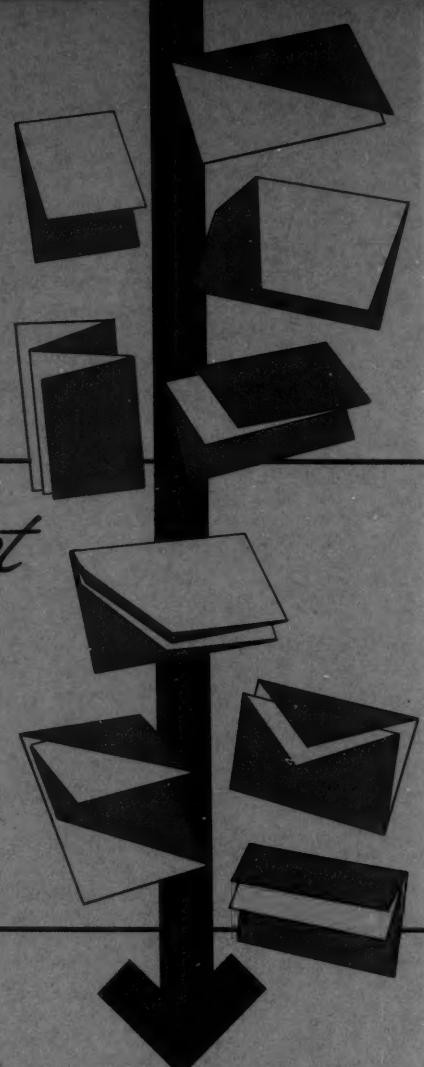
THE APPLETON COATED PAPER CO.
APPLETON • WISCONSIN



Unlimited Versatility —

Unusual Fold and Die-Cut Effects

Help yourself to color with WOODBINE Duplex — a single sheet with a different, yet harmonious color coating on each side to provide eye catching, unusual color effects with a single, one-color print impression! Use your imagination to the limit . . . for unique folds, trims and die-cuts on direct mail folders, programs, special announcements and others in either Book or Bristol weights. Presto . . . your printed pieces have *new oomph* . . . powerful *new sales punch* and *uniqueness* that immediately sets them apart from the commonplace.



Economical 3-Color Impact

... Using One-Color Printing

Imagine . . . an exciting three-color selling tool, all for just a few negligible cents more* than ordinary one color printing costs! More and more, printers and advertisers are recognizing too, the *plus* selling factors and eye-catching effects achieved by using colored inks on colored paper. Whatever your choice — WOODBINE Duplex (2-colors) or WOODBINE Colored Enamel (1-Color) you can create new and interesting two and three color effects with but a single color printed impression.

SEARCHING FOR IDEAS? Write for demonstration portfolios containing examples of creative ideas for adding eye-appealing selling force to your printed pieces. WOODBINE Duplex — in both Book and Bristol Weights gives you a balanced color selection to capture any mood, and to complement any product, season or message.

- | | |
|----------------------------|-----------------------|
| 1 — Orange and Fawn | 6 — Emerald and Green |
| 2 — Goldenrod and Primrose | 7 — Suntan and White |
| 3 — Turquoise and India | 8 — Green and White |
| 4 — Tan and Lime | 9 — Canary and White |
| 5 — Gray and Rose | 10 — Blue and White |

13 Ways to Attract Attention —

with WOODBINE SINGLE COLORS

WOODBINE Colored Enamel provides the broadest range of colors in both soft and bold hues on the market today. Select from these 13 eye-appealing colors:

- | | | | |
|---------------|-------------|-----------|------------|
| 1 — Orange | 4 — Green | 8 — Fawn | 11 — Rose |
| 2 — Century | 5 — Blue | 9 — India | 12 — Lime |
| 3 — Goldenrod | 6 — Emerald | 10 — Tan | 13 — Ivory |
| 7 — Turquoise | | | |

*Woodbine Duplex or Colored Enamels cost only a little more than white papers of equal quality. Colored inks only a few cents more than black.

WOODBINE

DUPLEX / or SINGLE

COLORED ENAMEL



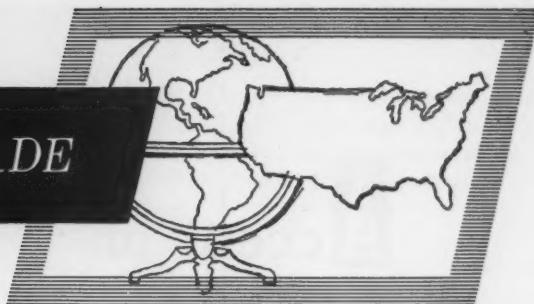
**THE APPLETON COATED
PAPER COMPANY**

1203 North Meade Street
APPLETON • WISCONSIN

Write for samples on your letterhead, please.

Offset Printed on Woodbine Emerald and Green Duplex Enamel 25 x 38—
Printed in U.S.A.—460110M

NEWS about the TRADE



Clarence Dickinson Dies

Clarence Dickinson, whose name, through the years, became almost syn-



onymous with offset lithography, died May 27 at the age of 84 after a heart attack. He had been living since his retirement from R. Hoe and Co. with his wife, Mrs. Bertha Dickinson, in Haddam, Conn.

Mr. Dickinson's career in graphic arts went back to 1891, when he worked without salary for six months for a country newspaper, thereafter receiving \$10 a month. He had served briefly with the Harris Automatic Press Co. (now the Harris Seybold Div. of Harris-Intertype Corp.) after the turn of the century, returning to the company in June of 1906 as western sales agent. He was one of the pioneers in the offset field, urging direct stone lithographers to convert to the new offset machines.

He sold the fifth Harris press, in 1906, to Gugler Lithograph Co., Milwaukee, and later sold offset presses to many lithographers in all parts of the country, many of them equipped

to do color work. In 1911 he sold two more presses to Gugler, both featuring chain delivery and pile feed. In a few years he was named general sales manager of the company.

Later he served for 20 years with Hoe, with the position of manager of the offset division at the time of his retirement about 10 years ago. Mr. and Mrs. Dickinson last summer

(Continued on Page 138)

McKiernan Joins Carlisle

George McKiernan has been appointed general superintendent of the lithography department of A. Carlisle Co., San Francisco. He joins Carlisle from Lincoln Printing Co., Chicago, and prior to that was with the McGill Co., St. Paul.

Ardlee Advances Jacobson

Edmund Jacobson has been appointed vice-president in charge of sales development of Ardlee Service, Inc., New York.

Mr. Jacobson joined the company in 1940 as a member of the sales department. He will continue to specialize in promotional activities for foreign governments, including tourism, trade development and general information.

McFarland Joins Recorder

V. L. McFarland has been named general superintendent of all plant operations at Recorder-Sunset Press, San Francisco printers and lithographers. He was previously in charge of the lithography department of A. Carlisle & Co., San Francisco.

Hickox Joins Bailey Press

Robert S. Hickox has been appointed assistant to the president of



Bailey Press, Boston, which is celebrating its 50th year in business.

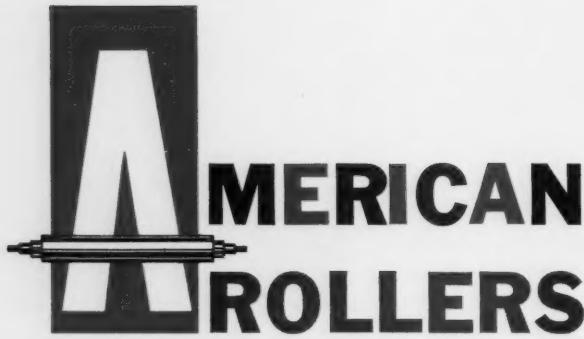
Mr. Hickox has had 20 years experience in printing sales and production, serving most recently with the Recording and Statistical Corp., Boston.

Drops Disputed Clauses

The ALA and its Local 78 in Miami, Fla., have signed an agreement to withdraw the struck work, chain shop, right to terminate, trade shop and refusal to handle clauses from contract demands in negotiation in Miami.

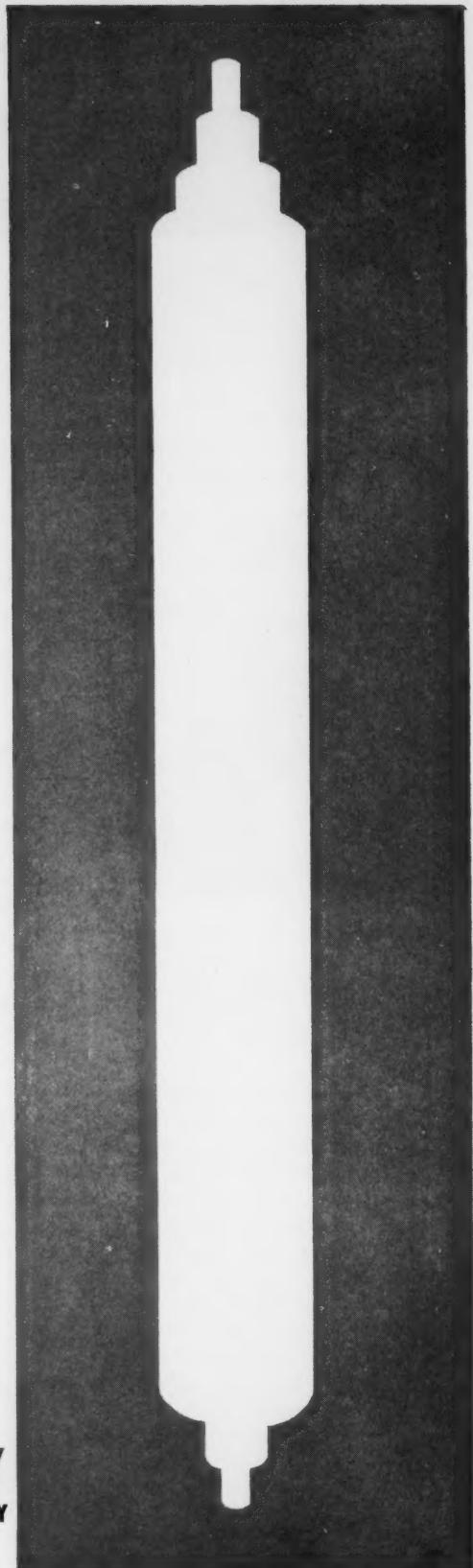
The union action came after the NLRB sought an injunction to restrain a strike to force employers to agree to the clauses. The clauses are essentially the same as those which were ruled illegal earlier this year by a Federal Court in the San Francisco after they had been tentatively inserted in that contract.

Accent on
excellent
performance



Hundreds of leading plants agree: you can *always* expect superior performance from these excellent rollers. They're *built* that way. See for yourself.

AMERICAN ROLLER COMPANY
CHICAGO • MILWAUKEE • INDIANAPOLIS • ST. PAUL • KANSAS CITY





Officers and members of the board of directors photographed at the LPNA Convention in April.

More on LPNA:

Focus on Labor Relations

THE LATEST developments in the labor relations field, including the recent settlement in San Francisco, were the concern of a panel on "The Labor Outlook," held at the LPNA convention on April 27 in Boca Raton, Fla. Fred T. Marston, chairman of LPNA's Labor Relations Committee, presided over the discussion. Boris Speroff, chairman of LPNA's Industrial Relations Committee, and Wayne C. Wade, Graphic Arts Employers Association, San Francisco, were the speakers.

Opening the discussion, Mr. Marston pointed out that 30 to 40% of each sales dollar is involved in productive labor wages. "The problems of labor are therefore most important to all of us," he said. "Fringe benefits, and the complexities of their calculated costs, as well as their administration, add another 5 to 7% to our costs. These fringe items will bear particularly close watching and study as we move farther in 1960."

He indicated that the Landrum-Griffin Bill, which is still not clearly understood and open to interpretation by the NLRB and courts, could prove helpful to management in many ways.

Mr. Marston gave the convention a rundown of the status of contract negotiations now underway, and noted that during 1960 bargaining

This is additional material on the LPNA convention, which, because of deadline, could not be covered in our article in the May issue of *ML*.

will take place in approximately 30% of the plants covered by the Amalgamated Lithographers of America.

The chairman emphasized that the ALA recently resolved to "organize lithographers in a manner beyond anything previously attempted" and planned to expand the use of the union label. They want to establish the union label as a licensing privilege to be granted only to those plants who, in their eyes, are in 'good standing.' This matter is being litigated in the courts as a result of the San Francisco negotiations."

Stressing the importance of the association having "an intelligent, aggressive, dynamic and cohesive labor outlook," Mr. Marston indicated that LPNA had already expanded its labor service to the association's entire membership and would continue enlarging its help and cooperation in the months ahead.

Mr. Speroff said that 1959 repre-

sented a turning point in the character of LPNA's labor philosophy. It assisted plant management in applying the new labor law, particularly in Buffalo and San Francisco, where many issues of the changed law came into play.

He described the Landrum-Griffin Law as "a new instrument for management, providing new remedies, protection and certain rights that can be used effectively."

He introduced statistics indicating the progress of the ALA in the past year:

"In 1959 the ALA won 65% of bargaining elections, but all unions won only 58% of their elections.

"In 1959 typical lithographers' take-home pay increased 4%, but typical factory workers only 3.5%.

"In 1959 typical litho average wage increase amounted to 10¢ an hour, but typical factory increase averaged 6¢ an hour.

"In 1959 employment increased over 1958 by 1,200 to 67,300.

"In 1959 the average weekly earning increased over 1958 by \$7.81 to an average weekly salary of \$109.20.

"In 1959 average hourly earnings

Elected to the board of directors of LPNA for five-year terms at the annual convention are: Theodore A. Greifzu, executive vice president, Graphic Arts, Inc., Philadelphia; Edward Hammer, Hammer Lithograph Corp., Rochester, N. Y.; William H. Martindill, president, Michigan Lithographing Co., Grand Rapids, Mich.; Robert J. Nickel, Weber Lithographing Co., Chicago, Frank L. Paganini, president, Security Lithograph Co., San Francisco.

Elected to fill vacancies on the board were Charles C. Rossotti, chairman of the board, Rossotti Lithograph Corp., North Bergen, N. J., and Dante V. Mazzocco, president, Eureka Photo Offset Engraving, Inc., New York. Elected to serve as honorary director was Carl N. Reed, president, Niagara Lithograph Co., Buffalo, N. Y., who replaces his father, Horace Reed, long time member of the LPNA board who died earlier this year.

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increased over 1958 by 15¢ to \$2.73 per hour.

"In the 10-year period 1949-59 wages in the industry rose 61%, but fringe benefits rose 136%."

Mr. Speroff said "the unions were placing more emphasis on employer-paid pensions, insurance and severance pay, because employees pay no income tax on amounts going for future benefits." He observed that lithographers work only 63% of the year, with one day off for each two days of work."

As for management, Mr. Speroff asserted that it had to promulgate a statement of company objectives, policies and procedures, and institute a full-time effort to make labor relations an effective partner of the management team rather than the step-child it has been in the past.

Mr. Wade, representing the San Francisco employers who were involved in a long but crucial strike, emphasized that "too much time is spent in putting fires out after they start."

In the case of San Francisco, Mr. Wade said that "92% of the contract had to be changed." He observed that while the Landrum-Griffin Bill gave management some tools to work with it also created some headaches. He suggested that management look at labor contracts more closely, acquainting their supervisory personnel with their provisions. Better communications should be established in many plants.

Mr. Wade said that management won the legal points in the San Francisco dispute, contrary to the union's claims to success on legal issues. As a result of the strike, he said, "morale among employees is good and production is high."

The LPNA Bank Stationers Section, which held several well-attended sessions during the convention, re-elected Edward A. Robinson, vice president, the J. C. Hall Co., Providence, for a third year as its chairman. Cecil Rudnik, president, Rudco Checks, New York, was elected vice chairman.

Technical meetings were held by the Bank Stationers on Monday and

Tuesday, April 25 and 26. A review of the progress of the check printing industry in the U. S. indicated that every check printer represented was now actually encoding checks for banks with the magnetic ink method. Some printers are encoding as much as 50% of their shipments.

An evaluation survey conducted by the Bank Stationers Section was reviewed by E. D. Spina of the International Business Machine Corp. After a year of working with the encoding program, the survey indicated a high percentage of the documents meet the exacting specifications 100%.

Charles C. Rossotti, president, Label Manufacturers Division, at the opening session of the Spring meeting, called for a re-appraisal of present-day customer relations in the industry. He recommended an immediate vigorous publicity and public relations program to keep the public and buyers of labels informed of economic and manufacturing aspects of the label industry.

Mr. Rossotti urged the industry to follow the principles set forth in the trade customs that have prevailed for many years—and thus assure better business relationships with customers and competitors.

The Label Division appointed a committee to engage in a continuing educational publicity program to make buyers and the public aware of the true economic conditions of the industry.

Mr. Rossotti also appointed several members to the newly formed Trade Practices Committee to explore the possibilities of developing FTC trade practice rules for the label manufacturing industry.

It was reported that label volume, regardless of process used, in the 1958 census totaled \$317,865,000. Letterpress, including flexographic labels, accounted for \$139,572,000; gravure, \$71,880,000; lithography, \$94,670,000, and decals by screen and lithography totaled \$11,743,000. Wrappers and wraps by all processes totaled \$149,524,000.

Next year's meeting will be held April 30 to May 3, at the Arizona Biltmore Hotel, Phoenix.

Safran uses PDI plates for quality, profit and deadlines

The preceding Alcoa advertisement, featuring Safran Printing Company's use of PDI hard-metal Lithengrave plates, is testimony to their efficiency, quality and cost savings in the web offset field.

If you have large multicolor presses, or web fed presses, please write us on your letterhead for detailed information.



PRINTING DEVELOPMENTS INC.,
Subsidiary of Time Incorporated, Time
& Life Building, Rockefeller Center,
New York 20, N. Y.

*(For Alcoa advertisement
See pages 115, 116)*

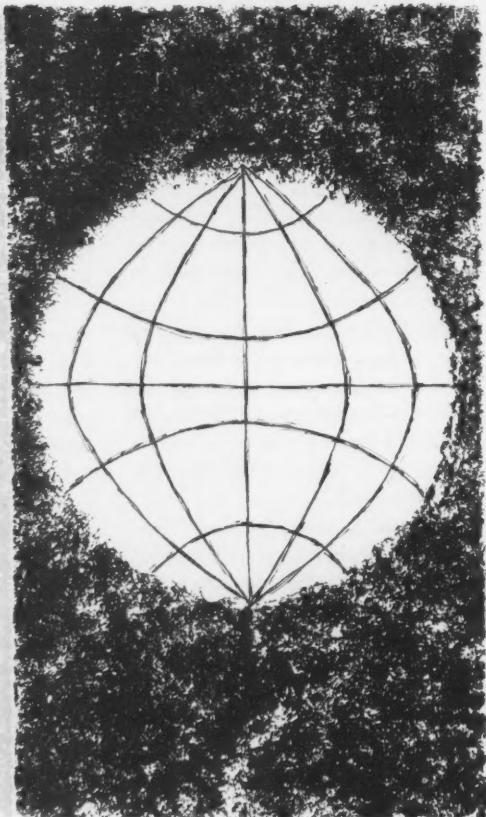
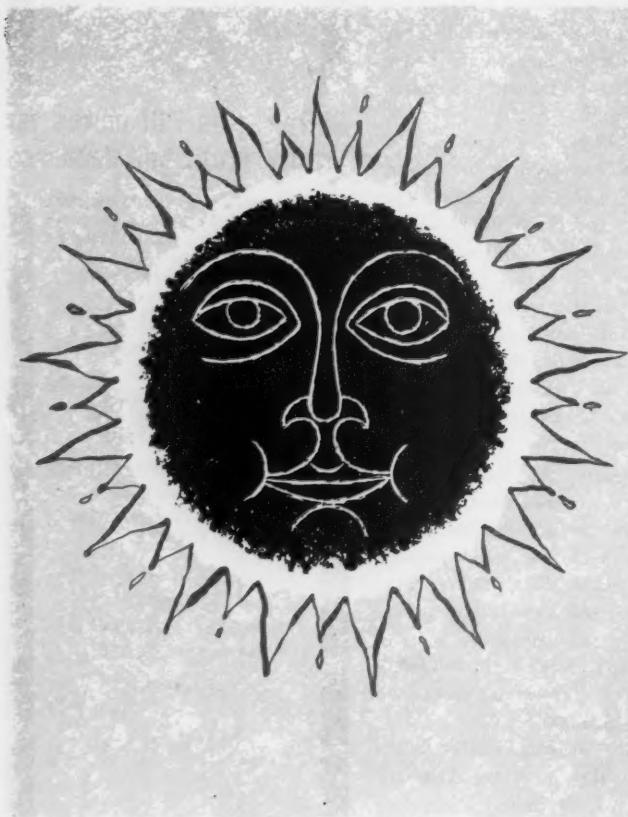
SINCLAIR & VALENTINE EXCLUSIVE REPRESENTATIVE OF THE

DAVID-M BLANKET



YOU CAN HELP DECIDE THE FUTURE OF YOUR COMPANY IN THE WORLD OF TOMORROW. FORWARD LOOKING MANAGEMENT FINDS DAVID-M THE ULTIMATE IN LITHO BLANKETS - CONCEIVED AND PERFECTED BY TOP TECHNICAL SKILLS IN THE INDUSTRY - INSURING QUALITY AND DEPENDABLE SERVICE. *****
LOOK TO DAVID-M TO HELP DECIDE THE FUTURE OF TOMORROW OF YOUR COMPANY.

GURIN-RAPPORT INCORPORATED, 2500 S. MICHIGAN AVE., CHICAGO, ILL.



Growth Planning Discussed by MLA

SIGN Posts For Growth Planning" was the subject explored by a five-man Panel under chairmanship of Herbert E. Brow, treasurer of Lutz & Sheinkman, at the May 5 meeting of the Metropolitan Lithographers Association. The panel also included C. J. Minnich, Jr., partner in Stevenson, Jordon & Harrison, Inc., management engineers; Everett F. Bowden, sect.-treas., Forbes Lithograph Mfg. Co., Boston; Henry Astwood, director of sales manpower development of the New York Sales Executives Club; and George Schlegel III, vice president of Snyder & Black & Schlegel, Inc.

The frame-work of the growth of a lithographic business was outlined by Mr. Minnich, in the form of a "Growth Appraisal" chart, dividing growth into four stages. He compared business growth to that of human beings. The first stage covering beginning plants with up to \$300,000 in sales; the second, young plants with up to \$750,000; the third, adolescent plants with up to \$2,000,000 and the fourth, mature plants with over \$2,000,000 annual sales volume.

With management function divided into its four basic parts, finance, plant, administration, and marketing, the desirable organization for each stage of growth was outlined on the chart. A copy of the chart was given to each member in the audience so he could compare his present situation against the most desirable for the stage he fitted.

With sales an important part of growth planning, both Mr. Astwood and Mr. Schlegel covered recruitment

Oxford Advances Three

Oxford Paper Co., New York, has advanced Melvin L. Beck, Hugh Morison and Alfred N. Rubano, of its eastern division sales department to new posts.

Mr. Beck has been made northeast district sales manager; Mr. Morison, Atlantic district sales manager; and Mr. Rubano, Metropolitan district sales manager.

of new salesmen and their training; attracting experienced salesmen; and the six factors to be considered in forecasting future sales volume.

Mr. Bowden outlined the principal management reports his company uses in keeping posted on sales and production.

A simple method of determining the "break-even" point was demonstrated by Mr. Minnich, together with the various ways this figure could be used to advantage in planning. He recommended it particularly for lithographic plants in stage one where actual data on costs is usually absent.

A question period followed. This meeting was the last of the season for the New York employer group.

PULLS ON LIKE A STOCKING ... FITS LIKE A GLOVE

*They are better because
they're seamless.*



The knitted loop texture
of Aquatex the outer covering,
and Dampabase the under-
cushion, gives a two-way stretch action that assures
a snug tight fit on the dampening roller.

No more annoying creeps or wrinkles to mar
sharp clear impressions. They are easy to apply to the roller—just pull
on like a stocking and they fit like a glove.

Order your supply today from your lithographic supply house. Remember
Aquatex and Dampabase can be purchased in cut lengths to fit any size
roller, and the ends are equipped with drawstrings or grommets and
laces to eliminate the time consuming chore of sewing.

Owner-distributor of the Moreland Corp. manufacturer of rubber rollers
for lithograph presses.

GODFREY ROLLER COMPANY

Roller makers for 95 years

211-221 N. CAMAC ST., PHILADELPHIA 7, PA.



*When quality comes first,
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HAMILTON TEXT AND COVER

It's quality that makes Hamilton the country's leading Text and Cover line. Quality in every finish—felt, laid, vellum. Quality in halftone and line reproduction. Quality response to lithography, letterpress, gravure, die-stamping, folding—any printing or bindery process.

Suggesting one of the wide range of Hamilton Text and Cover finishes and colors is a quick way to please a customer who's looking for the last word in prestige and distinction. And *his* distinction becomes your own.

FELT FINISHES

HAMILTON CAROUSEL
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HAMILTON GAINSBOROUGH
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VELLUM FINISHES

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HAMILTON LOUVAIN SUPREME
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HAMILTON PAPER COMPANY, MIQUON, PA.
Mills at Miquon, Pa., and Plainwell, Mich.
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Profitable DIE CUTTING!



A troublesome service can be turned into a profitable operation with the PMC Die Cutting Machine. Many printers and lithographers have found new business opportunities in a wide variety of work requiring an efficient, economical die cutting operation.

Speed—ruggedly built and simple to adjust, the PMC Die Cutting Machine can handle up to 300,000 pieces per hour; **simplicity**—die can be locked into a registered position in the machine in a few minutes, change of jobs made quickly and easily; **versatility**—handles a wide range of label, round cornering and specialty work and is efficient for both, long and short runs.



*Write for
additional
information.*

PMC

The Printing Machinery Company
436 COMMERCIAL SQUARE
CINCINNATI 2, OHIO



500 Attend LTF Session in New York

OVER 500 attended a technical forum and exhibit sponsored by the Lithographic Division of New York Employing Printers Association, held April 30, at the Statler-Hilton. They heard reports by members of LTF who outlined the present status in research and hopes for the future.

Speakers were William Webber, LTF executive director; Michael Bruno, research director; and Paul J. Hartsuch, Frank Preucil and Edward Martin, staff members.

In speaking of the future of lithographic research, Mr. Webber said that the field may expect to see greatly accelerated progress in the next ten years.

Reporting on copperized aluminum plates, Mr. Hartsuch said that use of nichohol has effectively halted blinding on such plates. The nichohol method came out of LTF research. He said that runs have been reported up to 200,000 with no blinding, with this method.

Mr. Bruno, speaking about research on zinc plates, pointed out that it is important to find ways to maintain use of zinc in the litho industry, otherwise zinc companies may lose interest in making plates. This would leave the industry wholly dependent on aluminum, which could be disastrous in case of a shortage, as in a war. He said that research has produced the diazo wipe-on plate. Furthermore finer graining on the plate will improve its usefulness, it has been found.

Mr. Hartsuch added that while zinc is more water receptive than aluminum, it tends to stretch, causing bad register. However, he said that

the new zinc-titanium-copper alloy plates overcome stretch, reducing it from 15/100 of an inch (in regular zinc plates) to 2/100 in the new plates. In addition, he said, the new plates desensitize better.

Mr. Martin, speaking on blankets, pointed to the development of the new poly-fibron, two-part blanket, which, reportedly, overcomes some of the problems of conventional blankets. Due to the two-part construction of the blanket it is possible to apply greater pressure to the surface of the blanket without causing sliding, since only the bottom layer is under tension.

In conclusion, Mr. Bruno said that experiments are now going on to ascertain exactly what happens as the image is transferred from blanket to paper. Other research is being done on paper roughness, thickness, compressibility, and tinting.

An exhibition of new equipment followed the technical session.

ASCORLUX

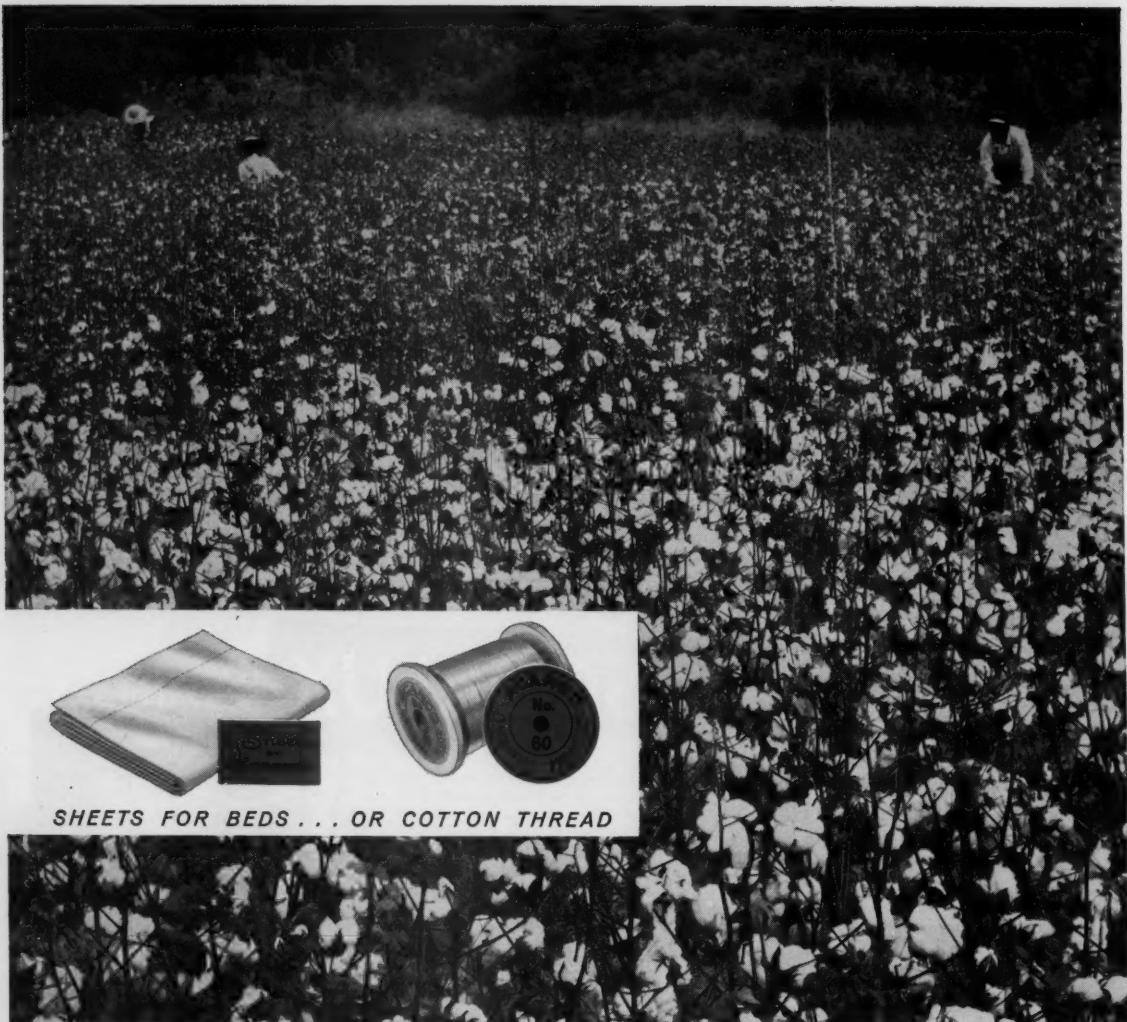
Modernize your Camera and Printing Lamps with Ascorlux, the first and still the best in Pulsed Xenon Arc equipment. Its quality and uniformity of production and low-cost operation have been proven in many widespread installations. Consider the value of an Ascorlux installation in your plant. Start the '60's with . . .

- ★ CONSTANT COLOR BALANCE
- ★ CLEAN, COOL OPERATION
- ★ CONSTANT INTENSITY FOR LIFE
- ★ INSTANT START AND STOP
- ★ HIGHLY EFFICIENT REFLECTORS
- ★ SAFE, LOW PRESSURE OPERATION

The A1144 featured here is but one example of what American Speedlight, through a decade of continuing application engineering and equipment design, now offers to the Graphic Arts Field. For matchless efficiency, economy and quality, check with Ascorlux! For further technical information, prices, illustrated application and data sheets, write . . .

PAIR 1000 WATT CAMERA LAMPS
Model A1144 illustrated; two 1000 W. Strip Lights in combination with the compact B1144 Power Supply.

AMERICAN SPEEDLIGHT CORPORATION
MIDDLE VILLAGE, NEW YORK



There's just no limit to the types of surfaces you can cover with Ludlow Label Papers. And there's nothing like Ludlow Label stock for smooth, clean printing. Ask your local paper merchant.

Best for Any Surface . . . Ludlow Label Papers

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LUDLOPAKE the whiter, brighter, high-opacity label paper.

Also, these Ludlow specialty papers: Old Tavern Gold and Platinum Cover and Box Cover, Super Cover, Relyon Reproduction Paper. Ludlow Papers, Ware, Massachusetts, Dept. 174.



Your Widest Selection of Printable Label Papers



Ted Winter



Irving Winter

Ted Winter Succeeds Father

Irving Winter resigned as president of Regensteiner Corp., Chicago, last month and was succeeded by his son, Ted Winter, a third generation member of the family which has operated the corporation for half a century.

The elder Mr. Winter has been associated with the Chicago concern for 45 years, serving under his father-in-law, Theodore Regensteiner, founder of the firm until the latter's death in 1952 when he became president. He will continue as chairman of the board.

Ted Winter, the new president, has been with Regensteiner for 21 years. He is also president of Children's Press, Inc., a subsidiary. No reason for the change in the top executive position was made public.

The company has recently embarked on an extensive moving and



When it is necessary to keep padding compound from entering the slots in padding forms which are slot-punched, first pile the forms up in the usual manner and place weight on top. Then place strips of masking tape about one inch in width over the slots and apply padding compound. After padding, pull off tape. *Winning entry in Kimberly-Clark Corp. "Let's Swap Ideas" Programs, by Charles Gernheiser, Toledo, O.*

expansion program which is expected to take almost a full year for completion. The new plant is located only one block from the existing plant. More than \$1,000,000 of new equipment, including 13 of the largest offset presses manufactured by the Miehle Co., will be installed.

LANSTON MONOTYPE CORP., Philadelphia, has moved to new quarters at "G" St. below Erie Ave.; their address is P.O. Box 4768, Philadelphia 34.

Cons. Paper Expanding

A multi-million dollar enamel printing paper expansion program has begun at the Wisconsin River Division of Consolidated Water Power & Paper Co. A new paper machine will be installed at this division, when it is completed.

Construction work on the project will get under way later this year with completion scheduled for January 1, 1962. When completed, the company will have eleven papermaking machines.

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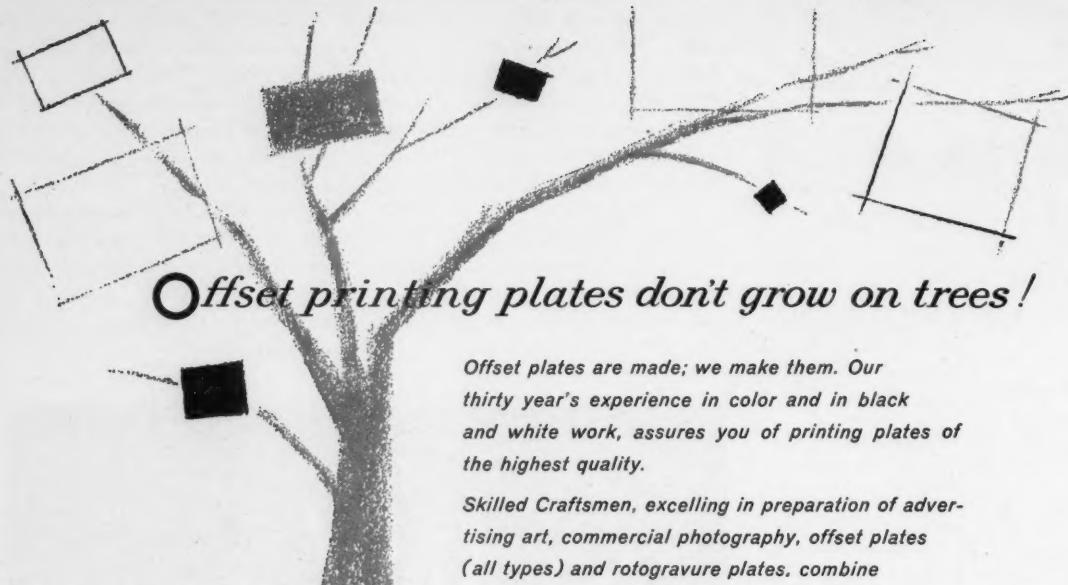
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N. Y. Honors Udell

Abraham Udell, president of Ampco Printing Co., Advertisers Offset Corp., New York, was honored on his firm's 50th Anniversary by the City of New York and labor and industry leaders.

At a ceremony in the firm's headquarters, Deputy Commissioner of Commerce Vincent J. O'Shea presented a certificate of merit to Mr. Udell.

Those present included: Don Taylor, president, N. Y. Employing Printers Assn.; Edward Swayduke, president, Amalgamated Lithographers of America; James Koppernick, president, and Edward Hughes of the New York Printing Pressmen's Union; Joseph Hellman, president, New York Paper Cutters & Bookbinders Union; Donald W. Stone, secretary, International Amalgamated Lithographers Union; Peter J. Ferris, president, New York Paper Handlers & Straighteners, and Bertram A. Powers, vice-president, New York Typographers Union.

•

Moore Advances Two

Moore Business Forms Inc., Niagara Falls, N. Y., has appointed two new comptrollers.

John F. Crowley was appointed comptroller of the Highland Ave. plant, succeeding Donald Beckett. Mr. Beckett is joining Moore's new Central Division.

Walter G. Barchet will become comptroller of a new plant to be built in Lewisburg, Pa.

•

CCA Elects Dixon

Container Corp. of America, Chicago, has elected Wesley M. Dixon chairman of the board and chief executive officer. He succeeds Walter

P. Paepcke, who died April 13. Mr. Dixon, who is 63, joined the company in 1930 and has been president since 1946. Leo H. Schoenhofen, senior vice president, replaced Mr. Paepcke on the board. Among other personnel changes made were Harry E. Green, general counsel, was made a vice president and Edward K. Meier, assistant secretary, was made secretary. He replaces Clarence Seeley, who resigned because of ill health.

Heads RobPort Gravure Div.

Roberts & Porter, Inc. has appointed Malcolm B. Dias as general manager of its rotogravure and silk screen division to succeed Carlton E. Dunn, who is retiring. His headquarters will be the New York office.

Mr. Dias, for many years sales manager and vice-president of George Murphy, Inc., recently operated his own graphic arts service in New York.

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NOTE THESE FEATURES:

- Now used by some of America's finest color printers.
- Screened positives or negatives in 7 working days.
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SIZE	COLOR PROOFS	COLOR MAT PROOFS
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6" x 9"	25.00	6.00
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12" x 18"	65.00	9.00
13" x 16"	65.00	9.00
16" x 20"	105.00	14.00

- Our experience includes the making of over 100,000 sets of positives.
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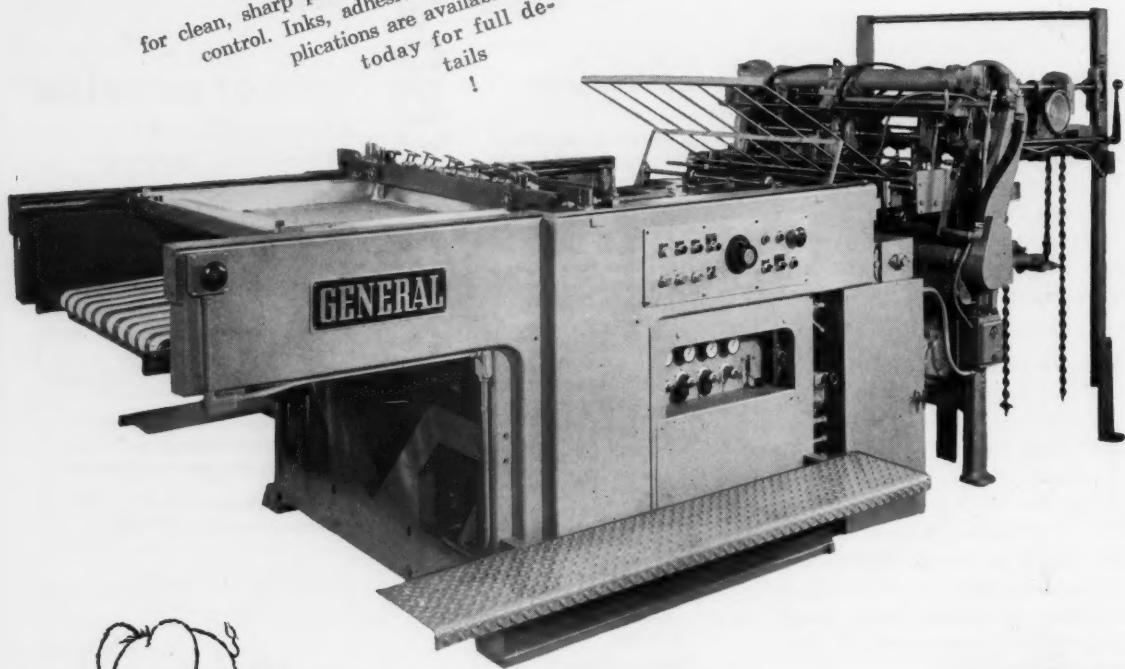
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NOW... a high speed automatic feed silk screen decorator

General has designed this cylinder press to produce quality printing on tinplate, sheet metal, light cardboard, fibreboard, sheet aluminum, sheet plastics and similar materials, in sheets to 36" x 36", at high production speeds with UNINTERRUPTED AUTOMATIC FEED. The new General No. C3636 Decorator offers precision metal decorating, production of metal containers, metal signs, displays, etc., using all inks and functional coatings formulated for silk screen application. High capacity feeder handles metal from 38 to 24 gauge and reloads without stopping. And like all General Presses, the C3636 is engineered for clean, sharp printing, hairline register and complete ink control. Inks, adhesives and coatings, for all applications are available . . . write today for full details!



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Eddy Honored by PSG

John E. Eddy, chairman of Miehle-Goss-Dexter, Inc., Chicago, was honored for his many years of service in the printing equipment business, at a testimonial dinner held, May 13, by the Printers Supplymen's Guild of Chicago.

Three hundred persons attended the dinner, at which Mr. Eddy was presented a silver tray and a bound volume of letters of congratulation from his friends in the industry.

Bilheimer Printing Sold

Richard Hansen and Henry Miller have purchased the Bilheimer Printing and Lithographing Co., Little Rock, Ark.

The new owners have renamed the firm The Hansen Co., Inc. They will specialize in color and black and white printing and lithography.

Mr. Hansen, who is president of the new firm, had been general manager of the old company from Dec. 1958 to Sept. 1959.

Mr. Miller, vice president of the company, had been a salesman with Democratic Printing and Lithographing Co., Little Rock, for 14 years.

Nat. Litho. Elects Edelblut

W. Bradley Edelblut, has been elected president of the National Litho Co., Washington.

Mr. Edelblut has purchased the interest of Charles D. German, who founded the company in 1922.

Mr. Edelblut is a graduate of the Carnegie Institute of Technology, School of Printing Management.

Western Expands in Houston

Construction has begun on a new plant for Western Lithograph Co. of Texas, in Houston.

The building, which will contain 16,000 square feet of space, will house office, shop and warehouse facilities. It will cost an estimated \$250,000.

The company is a subsidiary of Western Lithograph Co., Wichita, Kan. Otis E. Wells is president of the

subsidiary. Maurice Curry is vice president, and will be in charge of the Houston plant.

Glen Duncan will be production manager; Robert Knowles, supervisor of the platemaking department; and Samuel Majors in charge of the pressroom.

NAPL Tourists Return

NAPL members returned from their chartered flights to Europe last month with interesting reports on the Paris graphic arts exposition. While offset was prominently represented at the show, with new presensitized plates and a new four-color press, it was gravure that attracted the most

attention, according to several observers.

The exhibition hall itself was described as being bigger than the New York Coliseum, with hydraulic lifts for removing presses and other heavy equipment from trucks.

Walter E. Soderstrom, executive vice president of NAPL, said that most of the members of the tour made two or three visits to the show, then scattered across France and Germany for business and pleasure stops, many visiting graphic arts firms.

Mr. Soderstrom said there was almost unanimous interest in arranging a similar chartered flight next year.



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Humicote is the coating with superior resistance to variations in temperature and humidity. Platemakers know they can depend on Humicote even during hot, humid, summer days.

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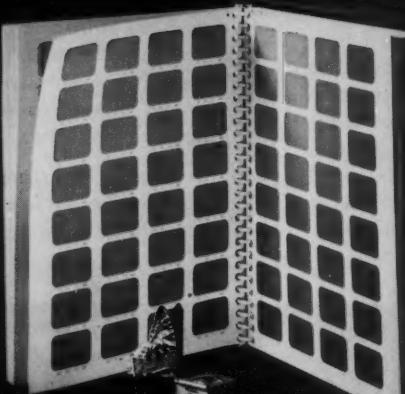
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 On approval basis, enclosed is \$110.00. Graphic Publishing Company will refund this remittance if THE FOUR-COLOR PROCESS GUIDE is returned within 14 days. If within N.Y.C. please add 3% Sales Tax.
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Leading litho plants have been standardizing on Schultz Chemicals for over a decade.



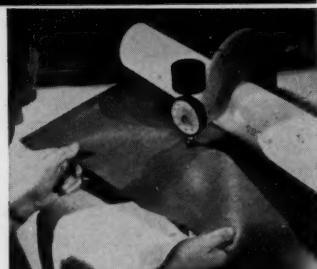
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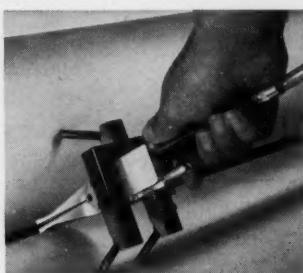
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Blanket can be readily rolled within the deep throat of these adjustable Dial Bench Gages permitting comparative measurements to be taken anywhere on the surface of the blanket. Conforms to LTF specifications.



ROLL GAGE

This caliper-type gage combines the sensitivity and accuracy of dimensional gaging by air with mechanical contact. This precision gage tells whether the rollers are an equal distance apart throughout their entire width. A very effective aid to accurate production—soon saves its cost.



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Savage Adding New Equipment

THE Savage Litho Co. Inc., Buffalo, N. Y., which has just completed an expansion and remodeling program costing about \$300,000, already is planning still further expansion.

The company is planning to install three new presses in its building at 1291 Main St. Two of these presses are on order and a third is planned, according to Homer Savage, president.

He placed the cost of these presses at about \$70,000 each. Savage Litho is one of the area's largest offset printing concerns.

The newly-completed program covered extensive redecoration of both the exterior and interior of the building, installation of additional pressroom and camera equipment and office improvements to handle the company's continuing increase in its accounts.

Working with Mr. Savage in the program were vice president William

W. Burns, production, and vice president Edward C. Crangle, sales.

The company, founded in 1919, moved to its present building 1½ years ago.

Mr. Burns pointed out that the additional pressroom equipment and the improvement made in the concern's camera and plate-making operation will greatly increase the business potential. "We have been operating on a two-shift basis for several years," he said. "The new equipment will enable us to handle many new accounts. Besides serving our immediate area we have secured many national accounts."

CLI To Graduate 133

A class of 133 students, representing 65 litho firms will receive certificates of satisfactory completion of work in 7 departments at the commencement exercises of the Chicago Lithographic Institute, June 22.

Ernest Karge, president of the school's board of directors will present the diplomas and T. A. Dadisman, vice president, Printing Developments, Inc., New York, will deliver the commencement address.

Wilson Jones Revises Line

Wilson Jones Co., Chicago printers of business forms, has announced that it has redesigned its "Grayline" snap away bank checks and is now ready to utilize the new magnetic ink process for imprinting these checks so they can be electronically sorted.

Buya Web Press Rights

Miller Printing Machinery Co., Pittsburgh, has acquired the manufacturing and patent rights of the Trailblazer web-fed offset press from the Waldron-Hartig Division of the Midland-Ross Corp.

Web-offset is a new field for the company, although it has manufactured web-fed gravure multi-color equipment for a number of years.

TEMPERATURE CONTROLLED SINKS

Heats or cools automatically. Standard equipment includes: water cooled compressor; dump trough; dimpled sink bottom. Temperature controlled accuracy of $\pm 1/2^\circ$. Three sizes.



STANDARD SINKS

Two types: DS Series (above) standard sinks; HG Series heavy duty sinks. All feature rounded corners, adjustable feet, easily disassembled, one-piece splash wall construction. Dozens of accessories.

Most Features for Your Money



OFFSET PLATE SINKS

Features: full length spray pipe; full steel storage shelf; adjustable drain rack (horizontal for rough development or soaking, slanted for finished developing). Five sizes.

Feature for feature, you get more with Leedal equipment—it incorporates as standard, many of the features you would expect to pay extra for. Leedal processing equipment is designed for maximum darkroom efficiency . . . and quality construction makes it practically indestructible.

EXCLUSIVE . . . now all Leedal equipment is heli-arc welded throughout.

No wonder America's leading lithographers and engravers specify Leedal.

Leedal makes a complete line of stainless steel equipment including: sinks, tanks, trays, utensils, light tables, dot etch tables, etc.

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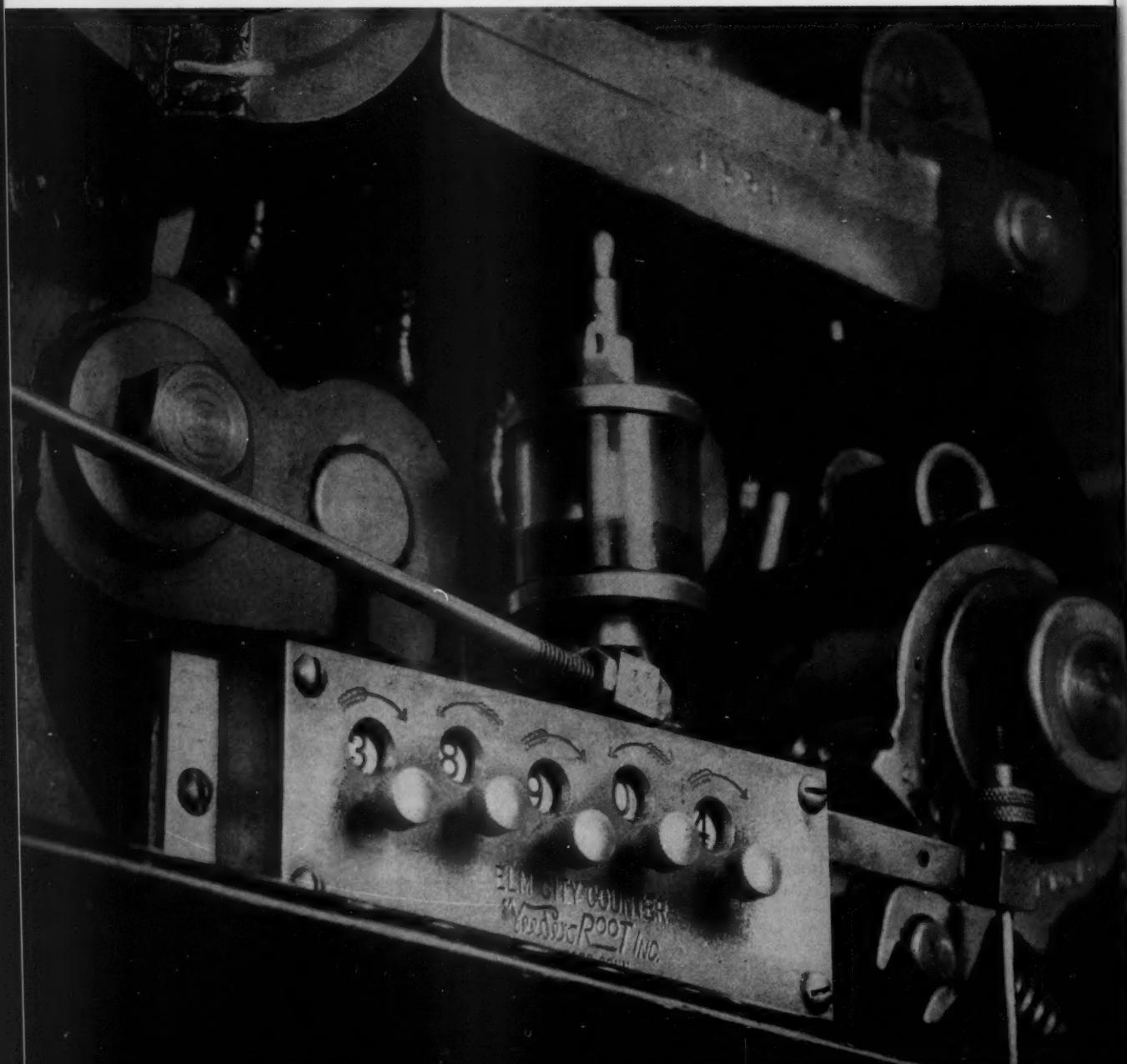
Consistent performance—that's one reason why leading lithographers use 3M type "R" Photo Offset Plates for three out of four of their jobs

■ Year after year, in shop after shop, the consistent performance of 3M Brand Type "R" Plates pays off. There are no variables in coating or processing because these plates are pre-sensitized with machine control. Because each plate is identical—precision made, there is little downtime for makeready or during press runs. ■ You get best possible ink coverage, too, with 3M Brand Type "R" Plates because they're chemically treated to be highly water-receptive in non-image areas. They need less ink and

water—nearly eliminate problems of ink emulsification by holding a proper ink-water balance. ■ There are many more reasons why 3M Brand Type "R" Plates perform consistently job after job. Call your 3M lithographic supply dealer now for complete performance story.



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...WHERE RESEARCH IS THE KEY TO TOMORROW



Union Cited for Cooperation

Albert Gerson, president of Gerson Offset Lithography Co., Inc., New York, recently cited Local One of the ALA for its help and cooperation in developing his new invention, the Multiplater, a step-and-repeat machine.

Mr. Gerson pointed out that without the union's cooperation and those of its members in his plant, developing the invention would have been difficult. "Local One of the ALA has been very helpful in its attitude toward progress in lithography."

The new machine, which reportedly is faster and more accurate than present models, will be manufactured and distributed by ATF.

Wins Safety Award

McCandlish Lithograph Corp., Philadelphia, was among the honor award winners in the Sixth Annual Inter-Plant Safety Achievement Contest sponsored by the Safety Council of the Chamber of Commerce of Greater Philadelphia.



A. F. Oakes

F. A. Young

BCA Elects Oakes

A. F. Oakes, Charles Francis Press, Inc., was recently elected chairman of the Board of Commercial Arbitration in New York. The election was called following the resignation of F. A. Young, Mail and Express Printing Co., who had been chairman since 1950.

Charles Schatvet, Guide Kalkhoff Burr, Inc., was elected vice chairman of the association to succeed Mr. Oakes.

Jewett Heads R & F

C. L. Jewett of Minnesota Mining and Manufacturing Co. was elected president of the Research and Engineering Council of the Graphic Arts Industry at a meeting of the Council's executive committee held in Dayton, O., May 23-25 during the Council's 10th Annual Conference.

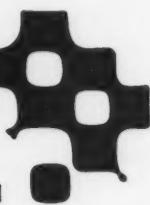
Other officers elected were Paul Lyle of Western Printing and Lithographing Co., 1st vice-president; C. M. Flint of Chas. T. Main, Inc., 2nd vice-president; J. Russell Parrish, Meredith Publishing Co., secretary; and Harold S. Hutchison, Mack Printing Co., treasurer.

CONSOLIDATED PRINTERS, INC., Berkeley, Cal., has installed a Champion 38 Swiss-built two-color lithography press. The firm will use the press on short-run book work as well as general commercial work.

Your lithographic supply dealer is a good man to know!

■ More than just a supplier, a 3M lithographic plate dealer is a vital link between your shop and the vast research and manufacturing facilities of 3M. He is your source not only for 3M's Family of Fine Products—but for data, information, and service to help you maintain your high standards of printing quality. ■ So

look to your 3M lithographic supplier and your 3M Representative for the latest developments in lithographic printing. They will be first with the finest products, the most advanced techniques, the most modern methods. ■ If you don't know who your nearby 3M lithographic plate dealer is, mail the coupon today.

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- Please arrange a demonstration of 3M Brand Type "R" Plates in my own shop.

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below
was set at
100 words
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This copy was transcribed by a typist on the recording unit of a Friden Justowriter, thus producing both a first proof and a coded paper tape. The tape was then inserted in the reproducing unit which automatically prepared the repro proof at 100 words per minute, automatically justified and error free.

There is no faster method of preparing straight composition for reproduction.

The net output speed of the Justowriter is limited only by the speed of the typist. If she's a 70-word girl on an office typewriter, that's how fast she can operate the recorder. (There's nothing to slow her down: justification is automatically performed by the machine; errors are corrected by simply pressing one key.) Type faces? Take your pick of fourteen styles from 8 to 14 point.

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SALES, SERVICE, INSTRUCTION THROUGHOUT U.S. AND WORLD

Beldotti Joins Hub

James F. Beldotti has joined The Hub Offset Co., Boston, as vice president in charge of production.

Mr. Beldotti was formerly superintendent of Rand Avery-Gordon Taylor Inc.

L. Roberts Advances Bruehs

Walter Bruehs has been named manager of the New York office of Lewis Roberts, Inc. He succeeds Edward C. Budd who resigned his managerial responsibilities but will continue as a salesman.

Max J. Hausman has joined the company as a sales representative with the New York office.

DICKINSON DIES

(Continued from Page 119)

celebrated their 60th wedding anniversary (see Feb. 1960 issue of *ML*).

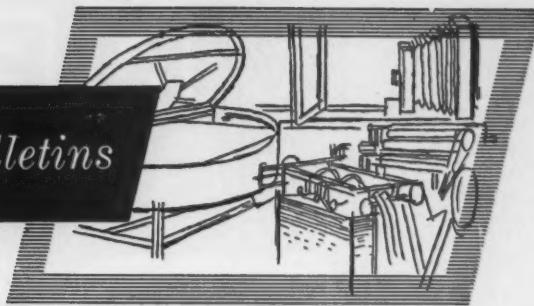
"Dick" attended the first LNA (now LPNA) convention and had the longest record of attendance at association conventions. Some years ago he was honored as man of the year by NAPL. He was also a well known figure for years at every meeting of the National Metal Decorators Association.

Mr. Dickinson's faith in offset lithography is vividly shown in a statement he made at a Harris sales meeting in 1912:

"I do not feel when I say that the future method of putting ink on paper will be largely by offset presses that I am overreaching the point of possibility by any means. The typographic press will never be fully displaced in my judgment, certainly not in our time. The inroads upon typography, however, by lithography, are going to be greater and greater as the years roll on. The offset press is something we are vitally interested in at this time."

Mr. Dickinson had not attended industry conventions in recent years, but was still very much interested in new developments in the industry. At the 1954 metal decorators convention, for instance, he predicted that "the time is not far distant when butter would be packaged in a metal container."

Equipment, Supplies, Bulletins



Two New Sizes for Flatbed

The semi-automatic Kalle flatbed offset press is now available in two larger models, 20" x 28" and 22" x 30", according to Amsterdam Continental Types & Graphic Equipment Inc., New York. It is also available in 13" x 18" and 16" x 20" models.

Designed and built by the Kalle Works of West Germany, the presses have continuously adjustable speeds from 320 to 850 iph and are designed for nameplates, decalcomanias, printed electrical circuits and other metal decorating, as well as offset proofing and short-run color work.

All models feature a unique refrigerated plate-bed for automatic dampening by condensation. On materials with highly-finished surfaces, a heating element within the cylinder eliminates excess moisture and insures good ink coverage.

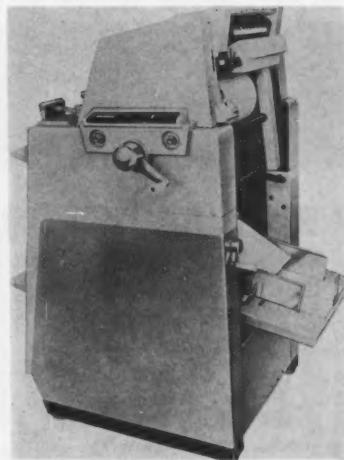
The printing table can be raised or lowered to accommodate materials of varying thickness, such as carton stock, glass, sheet metal, plastic and other types of stock.

Feature Alphabet 26

A one-symbol alphabet combined with a review of Eighteenth Century papermaking makes up the newest issue of *Inspirations*, a graphic arts quarterly published by West Virginia Pulp and Paper Co., New York.

The booklet uses a simplified system of letters called *Alphabet 26*, to tell the story of how paper was made 200 years ago.

Alphabet 26 is based on the use of one alphabetic symbol for each letter throughout, instead of different symbols for upper and lower case.



New Small Press Line

A new line of offset presses has been introduced by the Copease Corp., New York. Called Copiliths, they are designed for general office and reproduction department use. They feature compact vertical design and quiet operation and the Copi-found process (no water rollers) which automatically regulates water and ink.

The Copilith Standard, one of the line, has suction feed, tumbler grippers, positive ejection, puller side guides for positioning and register, two pile feed, top speed of 7,000 iph.

Colored Paper Packet

The Beckett Paper Co., Hamilton, Ohio, has just issued a second edition of a demonstration packet titled, "How to Put Color into Your Printing . . . at little more than the Cost of Black and White." The packet contains samples of jobs printed with colored inks on colored paper.

Two-Piece Blanket Offered

A new press blanket, which reportedly reduces makeready time and wear due to its unique two-piece construction, has been introduced by the Dewey and Almy Chemical Division of W. R. Grace & Co., Cambridge, Mass.

The blanket, called Polyfibrion, consists of a face layer composed of a polymer fiber material and a base layer composed of a 3-ply fabric and rubber construction.

The face of the blanket is removable so that it can be replaced when damaged or worn, while the base can be reused a number of times. The face of the blanket is backed with a pressure-sensitive material for application to the base material. The base is mounted on the press in the same way as an ordinary blanket.

Features of the new blanket, pointed out by the company, are quick change of the face portion; absence of image distortion during compression; and reduction of make ready to a minimum. In addition wear on plates and press is reduced due to greater compressibility of the face; distortion from stretch is reduced because the tension is on the backing material and not on the face; and resting of blanket between runs is not necessary.

At present the blanket is available in small press sizes only, but the company reports plans to market the larger sizes in the near future.

Outsert Applicator Offered

Fully-automatic application of Outsert folders to packages at rates up to 300 per minute is reportedly possible with a new applicator announced by

NEW TERRIFIC FANTASTIC



Duolith "Wipe on" Aluminum Plates

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Introductory Package \$7.50: Consisting of 25 Plates, Light Sensitive Coating and Developer.

Shipped Prepaid. Specify Size. After Acceptance Plates will be sold only in case lots (500 plates per case) for .16 cents each or \$80.00 per case. Shipment Prepaid. Mixed Cases allowed.

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CAPITAL REGRAINING CORPORATION

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Outsers Inc., division of Eureka Specialty Printing Co., Scranton, Pa.

The new machine, designated Model B Automatic Outsert Labeler, drops hot adhesive wax onto the container area and places the folder on the wax spot, all automatically.

Variable Size Press Covered

The new rubber plate "Variable Size Business Forms Press" is described in a new booklet from American Type Founders Co., 200 Elmora Ave., Elizabeth, N. J., or from offices in Philadelphia, Chicago and Los Angeles.

The four-page booklet contains technical descriptions, close-up illustrations of operating parts, and a schematic drawing of the press for the production of snap-out, continuous and other business forms.

New Pressure Tape Dispenser

A new, thin plastic container for dispensing, protecting and storing precision-slit pressure-sensitive tapes has been introduced by Chart-Pak, Inc., Leeds, Mass.

Called a "Tape-Saver" dispenser, it is used for packaging the company's line of narrow industrial, statistical and charting tapes—including "Scotch" brand tapes used specifically for engineering drawings, charts and graphs, printed circuitry, plant and office layouts and transparent projections. Only 1 1/4" in diameter, the pocket-sized dispensers are designed for tapes ranging in width from 1/64 to 2".

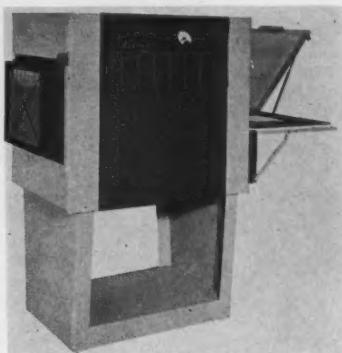
Blanket Selector Offered

An offset blanket selector guide which lists eight different applications for the selection of a suitable grade from four Durofyne offset blankets, has been published by Vulcan Products Division of Reeves Bros. The applications listed include regular lithographic uses, as well as metal decorating, cardboard printing, and rotary web fed printing.

A sample piece of blanket is attached to the guide, which is available from the company at 1071 Ave. of the Americas, New York.

Introduce 11 x 14" Camera

The W. A. Brown Mfg. Co., has introduced a new 11 x 14" horizontal



camera for the users of small offset plates. Called the "Escort," it is de-

signed with a waist-level copyboard; controls all at eye level; automatic diaphragm control. The "Escort" is easy to use with the popular reproduction methods, such as, the Kodak Ektalith method, Gevacopy, Xerography, etc. It is described as an efficient and versatile unit for quality line-work solids and halftones.

The camera has a 9 1/2" coated and color corrected lens, 19 x 23" glass covered copyboard; pressure back for film up to 11 x 14"; calculator, and 120-second timer with re-set device. Electrical requirements are 110 volts, 60 cycle, single phase current.

Additional information can be obtained from the company at 608 Dearborn St., Chicago 5.



Ludlow Time Records . . .

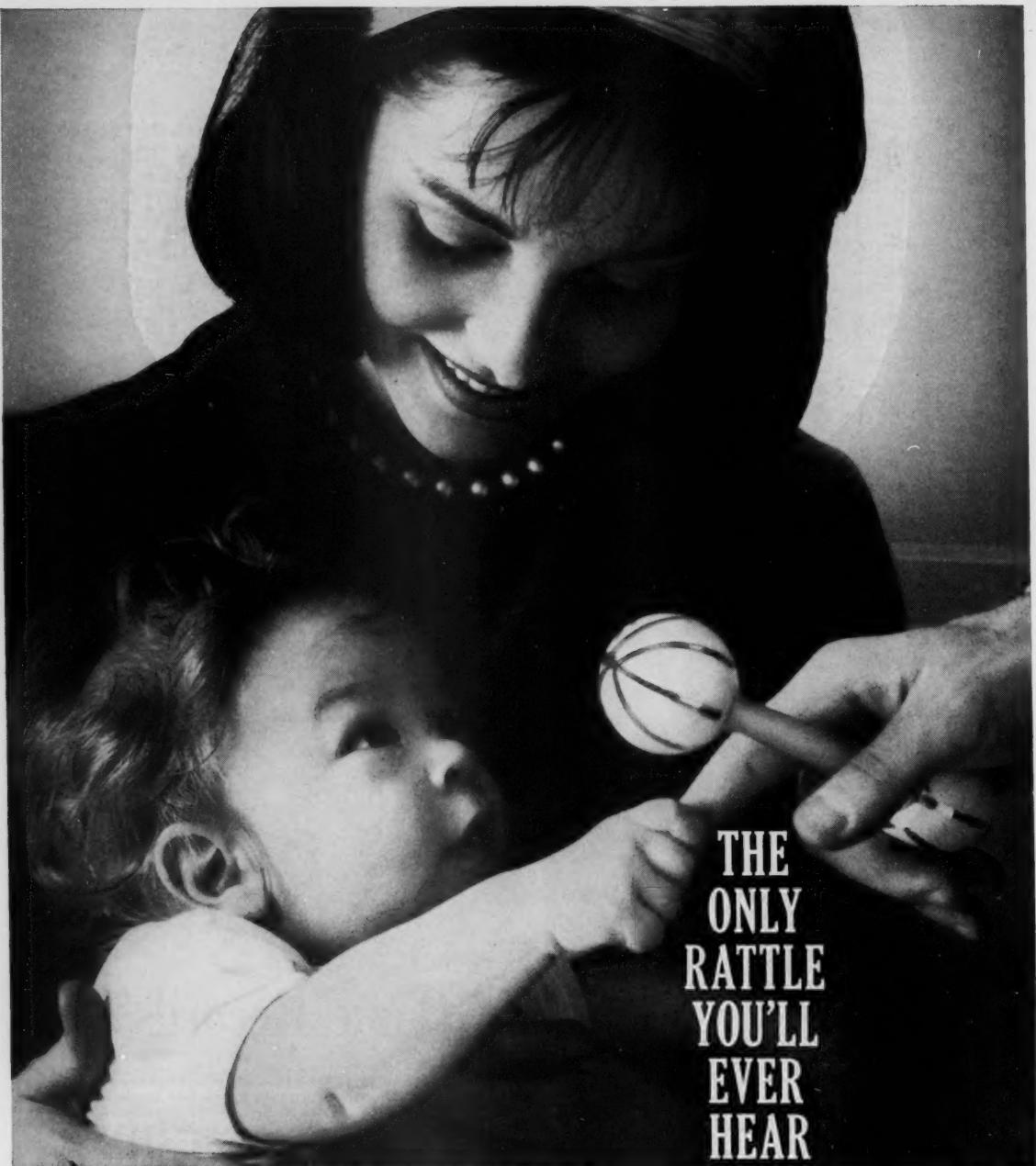
During the 1959 Educational Graphic Arts Exposition in New York the Ludlow Company conducted public demonstrations of display and job composition, so that one could see the time-saving in doing such work the Ludlow way.

Exposition visitors were invited to estimate the time actually required to set and make up each job from reprint copy, using both single types and Ludlow. The job was then set on the Ludlow and made up as a public demonstration of its use for the work in hand. Men respected in the printing industry served as judges at these demonstrations.

These jobs have been included in new 24-page booklet entitled "Ludlow Time Records," illustrated above. Actual time required is given for setting, casting and make-up on the Ludlow, as well as a detailed description of how each job was produced. Distinctive Ludlow advantages for setting of the jobs are thoroughly explained.

Send today for your free copy of this valuable new 24-page booklet. It will show you how the Ludlow helps to improve composing room efficiency.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14



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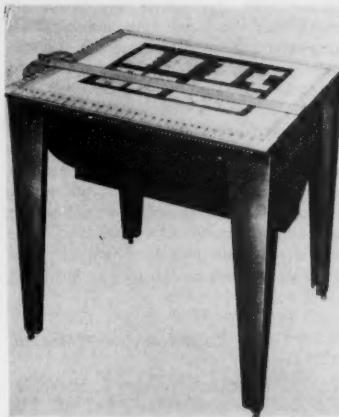


Smooth as a summer breeze, but about 600 mph faster. That's the KLM Royal 8 jet, now flying non-stop New York to Europe. And the Dutch see to it that every fleeting moment is extra special, even for the tiniest passengers. It's part of the personally efficient service you always get on KLM. Reserve now, First or Economy Class. See your travel agent (professionals plan better trips). Or call the nearest KLM office. KLM Royal Dutch Airlines, 609 Fifth Avenue, New York 17, N. Y.

THE WORLD'S FIRST AIRLINE



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JET



Offer New Line-Up Table

Joseph Gelb Co. has introduced the Gear-Set 16 layout, line-up, and stripping table. It is a low cost, combination light table used for layout, stripping, line-up and register work. It features the Gear-Set mechanically positioned straight edge for horizontal and vertical work.

The table is available in the 16 x 20" table top; and floor models 24 x 30", 30 x 40", 40 x 50", 40 x 60", 52 x 72", and 60 x 80". Literature is available from the company, at 52-58 Arlington St., Newark 2, N. J.

New Color Proving Process

N. Teitelbaum Sons, Inc. has developed a new negative color proving process, which reportedly makes possible full color proofs at a fraction of the cost of press proofs.

According to the company, proofs are made by simply wiping special inks on a white opaque plastic sheet and exposing the negative. The proof is developed with ammonia water. The process is then repeated for each color to be proved.

The process, called Kolor-Kote, is available from the company at 261 Grand Concourse, New York.

Artificial "North Light"

The Wheeler-Fullerton Lighting Division of Franklin Research and Development Corp., Boston, has introduced an artificial light source which it reports duplicates North light.

The light, called Verilux, consists of eight specially designed and coated 40 watt fluorescent tubular lamps,

which combine spectral values to produce several types of North light.

According to the company, the light can range from the equivalent of cold North light, as from a clear sky, to warm light from an overcast sky. The various values are produced by changing lamps at the yellow to red end of the spectrum.

The light is designed to overcome the problems created by the color casts produced by incandescent or fluorescent lights.

Describes New Mimeograph

A four-page product folder describing the new A. B. Dick Co. Model 434 electric mimeograph is now available through distributors.

The folder details the operating features and advantages of the machine and outlines the regular supplies and mimeograph extras available.

It is also available from A. B. Dick Co., 5700 West Touhy Ave., Chicago 48.



motor driven ARC LAMPS

Prove nuArc's efficiency in your plant for 30 days—you'll never use any other arc lamp again! Available for all cameras, printing frames, and photo composing machines.

Here's the arc lamp you see in plants everywhere. It's the least expensive to own and to operate. The heart of the nuArc "N" series lamp is the exclusive magnetic amplifier which controls the feed of the carbon automatically. It's preset at the factory and locked into position—never needs adjustments because it incorporates no moving parts, tubes, points, etc.

High power factor-corrected transformers reduce power draw, i.e., power consumption.

See your Graphic Arts supplier or send for Bulletin A205V.



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Introduce New Wax Coaters

Potdevin Machine Co., Teterboro, N. J. has introduced three new wax coating machines for use in preparing layouts for offset printing, advertising, and rotogravure.

The machines, which are said to eliminate hand pasting and gluing are described in a brochure available from the company, at 285 North St.

Matchett Joins Progressive

Russell L. Matchett, who has been in the printing business in Little Rock, Ark., for the last 12 years, recently joined the staff of Progressive Lithographing and Printing Co. and its subsidiary, Progressive Stationers, Inc.,

both of Little Rock.

Progressive Lithographing is reportedly planning an expansion of its operations in the near future.

Anderson Joins Pitman

Maurice J. Anderson has joined the sales staff of Harold M. Pitman Co., Chicago.

Mr. Anderson, who had been superintendent of a Texas engraving plant, will have his headquarters at Omaha, Neb.

TECHNICAL BRIEFS

(Continued from Page 100)

tems divided in the middle. It was clearly shown that the only ingredient of the paper

which caused this defect was casein. It was obvious that scumming and not tinting occurred. Scumming or tinting did not occur when various surface active agents were added to the fountain solution but instead a depressive effect on the scumming was observed in most cases. CMC had substantially better anti-scumming effect than gum arabic. A special laboratory apparatus which can be described as a very simplified miniature offset press was constructed for the testing of papers, inks, plates and fountain solutions on their tendency to cause scumming or tinting. Six tables, one illustration, three references.

Lithography — General

THE OIL FILM ON TINPLATE. W. Richards. *Tin Printer & Box Maker*, Vol. 34, No. 406, Nov. 1958, p. 2, 1 page. The rust preventing films on stainless steel and tin plated steel are described and compared. It is shown that in the tin plating process, the residual film of palm oil is important in filling pores in the tin plate and preventing rust.

THE HOW AND WHY OF CARTON LITHOGRAPHY. CHAPTER 15—MULTIMETAL PLATES. John Jachimiec. *Boxboard Containers*, Vol. 77, No. 804, Dec. 1958, pp. 58-60, 3 pages. The commonly used multimetal plates (Lithure, Lithengrave, Aller, and I P I Trimetal) are listed and described briefly. The two methods of preparation (negative and positive) are described and illustrated with line diagrams.

PROFITS IN SMALL OFFSET EQUIPMENT. John C. Jackson. *Printing Monthly*, Vol. 10, No. 10, Jan. 1959, pp. 4-5, 2 pages. Advantages of low initial cost, low plate cost, higher running speeds, and quicker get-away are reasons why the printer should investigate the small offset press.

OFFSET PRINTING TERMINOLOGY. PART 2. Anon. *American Pressman*, Vol. 69, No. 2, Feb. 1959, pp. 38-9, 41, 3 pages. Conclusion. Listing of terms decided upon as basic, representative and intelligible. Each is accompanied by a paragraph of definition. Terms in this installment run from: "Emulsification" to "Water Mechanism."

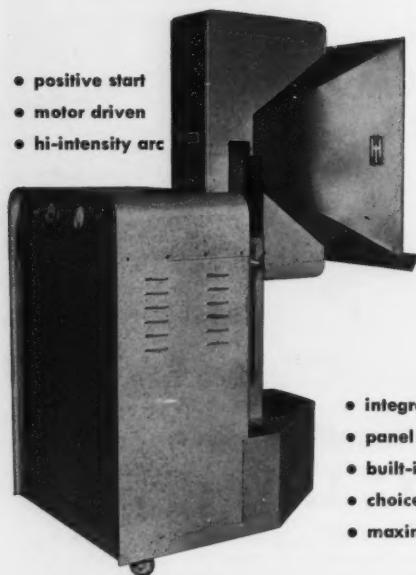
WORK SIMPLIFICATION. PART II. V. A. Fisher. *American Pressman*, Vol. 69, No. 2, Feb. 1959, pp. 22, 24, 2 pages. Work simplification is illustrated by: 1. Cutting paper with less effort by eliminating lifting from low levels. 2. Eliminating extra steps around a sink in a platemaking department. Employee cooperation as a result of explanation of purpose is stressed. Five important principles of motion economy are listed as: 1. Worker should be at ease. 2. Physical activities or motion should be productive. 3. Motion should be simple. 4. Motion should permit rhythm or smooth flow. 5. Avoid nervous strain.

THE COMING AGE OF WEB-OFFSET PRINTING. Reginald F. Wardley. *New England Printer and Lithographer*, Vol. 22, No. 2, March 1959, pp. 52-5, 4 pages. A broad

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The only completely integral fully automatic-regulating arc lamp



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general discussion involving some history, types of presses, paper, paper waste, print quality, plates, ink, blankets, and other points where web offset differs from sheet fed. Some advantages of web offset are cited as: 1. Equipment costs similar to larger sheet-fed presses. 2. Plates and plate-making no different from sheet-fed work. 3. Combined operations at the end of the press such as perforating, folding, punching, slitting, imprinting, etc. 4. Higher web speeds and lower plate costs mean savings. 5. Roll stock cheaper to buy and easier to store.

THE OFFSET STORY. OFFSET USERS HAPPY WITH THEIR CONVERSION BUT TELL OF PROBLEMS; 41 PUBLISHERS PRINT 151 NEWSPAPERS. Len. Furman. *The Publishers' Auxiliary*, 94th Year, No. 20, May 16, 1959, pp. 1, 3, 2 pages. Article consists of quotations from a large number of the publishers who are printing newspapers by offset. Two, or perhaps more, are dailies, the rest weeklies or other. Some commonly appearing comments were: a bombardment of queries of various sorts, lowered costs, less time delay. While few specifically mentioned press equipment, it is apparent that nearly all use sheet-fed presses due to relatively short runs.

***LOW-COST WEB-OFFSET PRODUCTION.** Anon. *Litho-Printer*, Vol. 2, No. 6, June 1959, pp. 38-9, 47, 3 pages. From *Printing Abstracts*, Vol. 14, No. 8, Aug. 1959, Abstr. 2752. Details are given of the Universal RZO (also known as the Webmaster), which prints a web width of $24\frac{1}{2}$ " with a maximum cut-off length on the sheeter of 17". Printing speed is stated to be 8,000 copies an hour. (Agents: Soag Machinery Ltd.)

***PRINTING MACHINES.** Addressograph-Multigraph Corp. Brit. Pat. 813,599; *Pat. Abstr. J.*, Nos. 3657-8, 13 and 21 May 1959, p. 11. From *Printing Abstracts*, Vol. 14, No. 8, Aug. 1959, Abstr. 2729. A spirally wound non-stitched liquid absorbent cover for a roller for moistening absorbent for lithographic machines.

NEWSPRINT COLOR BY WEB-OFFSET. William E. Meyer, Jr. *Graphic Arts Progress*, Vol. 6, No. 5, Sept.-Oct. 1959, pp. 1-2, 2 pages. Story on the Rochester Institute of Technology laboratory web-offset press and its use in the development of techniques. Two recent runs of color on newsprint are mentioned.

Graphic Arts — General

***A COLOR MONITOR FOR SHEET-FED MACHINES.** G. S. Alln and K. B. Morris. *Print. Tech.*, Reprint of A.P.T. Conf. held March 23, 1959 (Dob. 104). From *Printing Abstr.*, Vol. 14, No. 5, May 1959, Abstr. 1719. The problem of monitoring and controlling ink film thickness on sheet-fed machines is outlined. The course of development is traced of equipments which have been designed to solve this problem. The resulting equipment and its application to sheet-fed presses is explained, and the results of field trials with this equipment are discussed.

***GUARDING OF PAPER CUTTING GUILLOTINES.** Anon. *Brit. Fed. Mast. Print. Memb. Circ.*, Vol. 58, No. 3, March 1959, pp. 103-4, 2 pages. From *Printing Abstracts*, Vol. 14, No. 5, May 1959, Abstr. 1875. Specifications are given for automatic sweep-away, automatic body push and interlocked guards. Recommendations are also made for maintenance and testing, backloading and starting devices. The disadvantages of photoelectric devices and the risks involved in repeat strokes with the automatic sweep-away guard are indicated.

CONVERTS 4-COLOR OFFSET TO LETTERPRESS, INCREASES PLATE VOLUME 28 30-40 PERCENT. Anon. *Electrotypes and Stereotypers Magazine*, Vol. 45, No. 7, July 1959, pp. 5-6, 2 pages. A story on how Empire Photo-Engraving Corp., New Brunswick, N. J., has increased its business 30-40 percent by developing process of converting offset to letterpress. Color corrected offset negatives are printed down onto zinc and etched by powderless method without further correction being required. The powderless method makes this possible because it does not decrease dot size in etching and color values are retained.

XEROGRAHY AND ITS APPLICATIONS. W. A. Cook. *Journal of Photographic Science*, Vol. 7, No. 4, July-Aug. 1959, pp. 93-5, 3 pages. A brief illustrated description of the process for making copies, for making offset paper masters and for printing continuous strips from either materials or microfilms. Costs are discussed. Four illustrations.

THE PACKAGING INDUSTRY AND THE NEW FOOD ADDITIVE AMENDMENT. Kieth W. Max. *TAPPI*, Vol. 42, No. 11, Nov. 1959, pp. 160A-161A, 2 pages. Paper presented at the meeting of the Metropolitan District of the Empire State Section held in New York, N. Y., Sept. 14, 1959. Author presents the relationship of the packaging industry to the provisions of the new food additives amendment. A survey has been made of the packaging materials involved revealing that about 360 chemicals are generally used of which about 80 appear to be safe and another 150 probably acceptable. The testing involved in extraction and other studies is discussed briefly.

THE APPLICATION OF THE FOOD ADDITIVES AMENDMENT TO PAPER AND PACKAGING MATERIALS. C. A. Herman. *TAPPI*, Vol. 42, No. 11, Nov. 1959, pp. 158A-168A, 3 pages. Paper presented at the meeting of the Metropolitan District of the Empire State Section held in New York, N. Y., Sept. 14, 1959. The background of the amendment is given. Three classes of exempted articles are listed. Five requirements of a petition for approval are listed and the considerations governing permits to use additives are discussed.

OFFSET SPRAY DUST PROBLEMS AND ELIMINATION. Anon. *American Pressman*, Vol. 69, No. 10, Oct. 1959, pp. 36-8, 3 pages. A report on a study on the removal of offset spray dust for Kingsport Press, book printers operating 38 presses. The problems involved are listed. A schematic drawing shows something of the installation.

TIRED OF CHASING PROFITS ON STEP-AND-REPEAT PLATES?



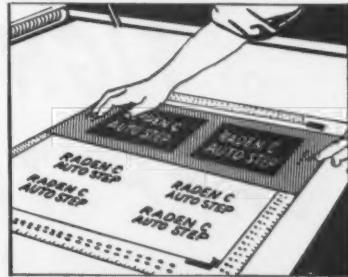
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IT'S A FACT — You save more than 25% every time you make a step-and-repeat plate on this simple, low-cost, micrometrically accurate copy board. Special punched peg-on masking sheets are as easy to use as a ruler! Available for plate sizes from 10" x 15" to 50 $\frac{3}{4}$ " x 40 $\frac{3}{4}$ ".



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On the fringe of the Arctic 700 miles deep in the Canadian wilderness, Lake Trout, Salmon Trout, Arctic Grayling, Big Northerns and Walleyes abound in unbelievable numbers in the crystal clear waters of the 187 x 40 mile island dotted Reindeer Lake.

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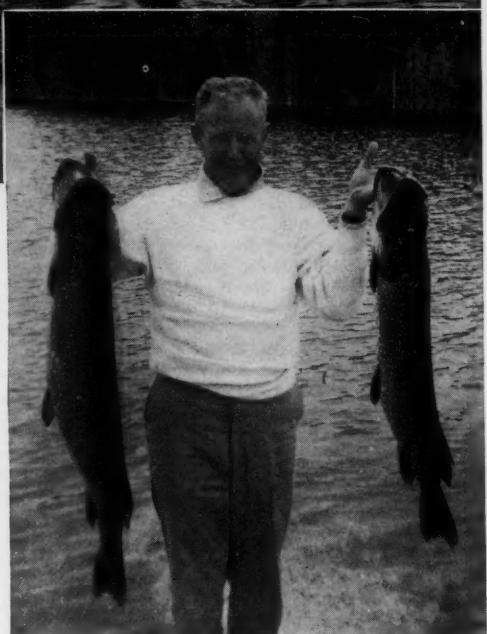
★ Two guests only per boat;

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MODERN LITHOGRAPHY, June, 1960

tion. Facilities for different types and sizes of presses are listed. The installation has proved its economic value. Two illustrations.

CONVERTING OFFSET TO LETTERPRESS?
Anon. *American Pressman*, Vol. 69, No. 10, Oct. 1959, p. 31, 1 page. Some misunderstandings on this subject are cleared away. The fact is pointed out that offset separation negatives are satisfactory for letterpress plates when powderless etching machines and procedures are used. Some implications of this fact are cited as: combination offset-letterpress houses can use the same separation negatives for either process; more photoengravers will have to learn to work this combination; and greater use of powderless etching will result.★

METAL DECORATING

(Continued from Page 112)

the surrounding flow of air and progressively "scoop" small jets of air into a gas-rich primary fuel-air mixture issuing from the line burner ports.

The use of oxygen from the air being heated means a reduction in the volume of primary air which must be supplied, therefore the combustion air blowers do not need to be so large, reducing initial cost. The Airflo burner also operates at higher air velocities, resulting in smaller duct sizes or heater sizes; a factor in reducing initial cost of installation.

This, then, is a new combustion tool which oven builders may use. It also may prove to be a useful device for re-vamping or modernizing existing installations for more capacity, more speed, or better turn-down.

Suppose an oven could be speeded up by the addition of more heat, or that a new coating requires a larger volume of air at a higher operating temperature.

An Airflo burner could be substituted for the previous Linoflame unit. Higher heat releases could be secured in the same volume of air flow, without sacrificing the ability to turn down to a very low fire for holding during idling periods. Or, because it can work at higher velocities of air, the Airflo burner could be used for much greater air volumes without enlarging the heater box.

This could mean substantially increased production just by the installation of new burners and new

fans. In some cases, the greater air volume could perhaps be secured by changing only the motors and V-belt sheaves to operate the fans at higher speeds.★

(Continued Next Month)

PHOTO CLINIC

(Continued from Page 49)

operated shutters coupled with electric timers. While the latter could not provide automatic correction for variables, they at least eliminated human error in timing. The history of both systems is best exemplified by their absence on most of the cameras presently in use.

DENSITOMETERS: The inability of the human eye to accurately judge density, contrast and negative balance is an established fact. In view of this, the use of a densitometer for evaluating and controlling color separations is almost mandatory. Instruments for measuring photographic density have a history dating back to the last century. Commercial models have been readily available for at least 50 years. It has been only within the last decade, however, that the graphic arts industry has made any significant effort to apply this device.

Similar remarks could be made regarding temperature controlled processing, standardized viewing conditions and atmospheric control within working areas. Known and available for decades, but little used.

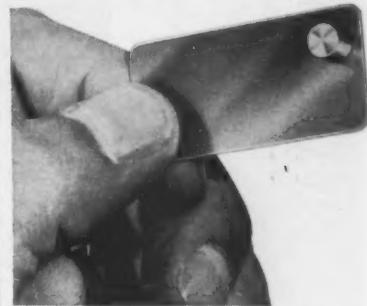
In describing the objectives of the new center, general manager John M. Clark stated, "To take full advantage of the high quality of photographic film now being manufactured, the average shop should have equipment that will give proper control over each step of the process. We have designed our new laboratory to show what can be done when the photographic process is put under rigid scientific control. The successful commercial printing plant of five years from now will need to adopt similar strict control measures to meet the higher standards of that day."

The need to control photographic operations has been as important



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This \$1.35 Carlson stainless steel register pin sent free with answer. Thin base. Will not buckle mask. Ample thumb space. Machined and polished to exactly .250".



This generous sample of Carlson Mask also sent free with answer. Each sheet of Carlson Mask is clearly identified with the Carlson mark of quality.



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Make grids, rules, borders—instantly and accurately. Circular lighted work surface rotates 360° for accurate work at any angle. Vernier scale is calibrated to 1/4 degree and has positive click stops every 15° for maximum speed and accuracy.

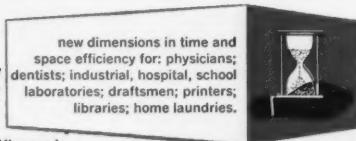
Handwheel controls a bevel-edged stainless steel rule with click stops at 1/100, 1/72, and 1/64-inch intervals. Instant-setting mechanism synchronizes rule with pica, elite, IBM, Variotype's, or printer's measures and is adjustable to 1/1000 of an inch. Handles any size film to 11 by 18 inches.



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in the past as it is now or will be 5 or 50 years from now. In view of the evident lag between availability of technological progress and industrial application in the graphic arts, the estimate that essential improvements will be realized within five years seems unduly optimistic.

Most of the improvements currently advocated have been advocated for the past several decades. By virtue of increased production, higher product quality and more dependable production schedules, technological progress is generally self-liquidating. In view of all this, the reluctance of the graphic arts to take advantage of improved equipment, methods and controls is particularly puzzling.

Perhaps ML's readers know the answer to the question: "Why has the graphic arts gained a reputation for being backward and resistant to technological progress?"

It would be interesting to hear what the industry has to say in its defense.

This brief review of the history of some graphic arts developments (and their stagnation) in no way detracts from DuPont's excellent efforts or belittles the carefully planned center. History is said to repeat itself. We hope, however, that DuPont's effort to show the industry how to help itself may not be just another "voice in the wilderness," imploring sincerely, but unheard or ignored. ★

TAGA

(Continued from Page 97)

Afternoon

Session Chairman—Robert Flesch, Minnesota Mining and Mfg. Company.

2:00—"The Electronic Printing Rectifier."

L. Seide, Fairchild Graphic Equipment, Inc.

2:30—"The Stability of Letterpress Presses." *Chris. Christensen* (to be read), Graphic College of Denmark.

3:00—"Spectral Sensitivities for Color Separation." *J. W. Gosling, J. A. C. Yule*, Eastman Kodak.

3:30—"Lighting Controls." *Dorothy Nickerson*, Dept. of Agriculture, U. S. Govt.

Tuesday, June 21

Session Chairman—A. C. Zettlemoyer, National Printing Ink Research Institute.

- 9:30—DuPont Photo-Polymer Printing Plate. *Dr. Harry E. Crawford, DuPont.*
- 10:00—"The Drying of Overprinted Ink Films." *Paul Hartsuch, Lithographic Technical Foundation.*
- 10:30—"The Characteristics of Printing Ink Films." *T. J. Craig, Sun Chemical Corp.*
- 11:00—"Printing Studies with Black Inks." *J. Hammel, J. M. Fettsko, W. D. Schaeffer, A. C. Zettlemoyer, National Printing Ink Research Institute.*
- 11:30—"Measurement of Ink and Printing Qualities." *Otto Stoessel Jr., Aeronaautical Chart and Information Center, U. S. Air Force.*

Afternoon

- Session Chairman—Harvey George, Grawure Research, Inc.
- 2:00—"Theoretical Determination of Color Error." *Irving Pobboravsky, Rochester Institute of Technology.*
- 2:30—"Color Diagrams." *Frank Preucil, Lithographic Technical Foundation.*
- 3:00—"Fiber Optics." *N. S. Kapany, Armour Research Foundation.*
- 3:30—"Too Much Light in Your Eyes." *Nelson Taylor, Minnesota Mining & Mfg. Co.*
- 4:00—"New Trends in Lithography." *Michael H. Bruno, Lithographic Technical Foundation.★*

NALC

(Continued from Page 33)

permanent secretary committee, however, in a report read by Stuart Grau, concluded that it would be more economical and practical to use the services of a professional organization, rather than an individual to direct NALC affairs.

The Grau report indicated that a "vast majority of litho clubs" surveyed by the group "say there is a need for a permanent executive secretary and a permanent headquarters. The idea of hiring a retired lithographer," the report went on, "seems more romantic than practical. Such a person probably wouldn't have the office space needed and retiring him if he proved unsatisfactory might be difficult, etc."

As for the professional organization, the committee felt this answered most of the problems. "It would cost less, could be expanded as required, would not involve personalities, ill-

ness of one person would not be a problem, politics would be absent from the choice, and the service could be terminated at will. Such a service is available, according to the Grau report, at about \$9,000 a year, including printing and mailing costs, one of NALC's biggest expenses.

During a meeting of officers and committeemen on the first day of the convention, William J. Stevens, of Philadelphia, the second president of NALC and one of its founders, suggested that some of the frills might be trimmed from NALC before expanding any further. He said he thought that recent conventions had placed so much emphasis on record attendance, that some of the original intentions of the founding clubs had been overlooked. Mr. Stevens suggested a return to the conference type of meeting, at which a small group of delegates—one to a club—would get together and iron out their problems. In general, Mr. Stevens called for a "leveling off" of NALC activities, pending a study by the long range planning committee of the pur-

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SIZE	2-way	1-way
20 x 24	\$550.00	\$320.00
24 x 36	665.00	435.00
30 x 40	730.00	488.00
40 x 52	875.00	650.00
48 x 70	1152.00	777.00
62 x 84	1750.00	1080.00

THE BAR-PLATE MANUFACTURING CO., BOSTON POST ROAD, ORANGE, CONNECTICUT

pose of the association and the aims for the future.

Elected with Mr. Goss were John Murphy, Detroit, 1st vice president; James Fraggos, Boston (who was convention chairman), 2nd vice president; and Glen Smith, Dallas, treasurer. After his election, Mr. Goss appointed the following: Russell Waddell, New York, educational chairman; W. O. Morgan, Chicago, club coordinator; William Dodd, Houston, assistant club coordinator; Stephen Rubenstein, Philadelphia,

historian; Len Holzinger, Twin City, and David Gandelman, Connecticut Valley, assistant secretaries; William Kauzalrich, Houston, publicity; and Edward Harwood, Chicago, executive secretary.

Next year NALC will meet in Dayton, O., May 4-6. A trip to the McCall plant will be on the agenda, according to convention chairman Starkey. In 1962 the meeting will be held in Miami. The convention approved Dallas for 1963, after a spirited public relations push by the delegates

from that city, complete with a wide variety of literature and 10-gallon hats.

Other Business

In miscellaneous business, the delegates approved a proposal to excuse new clubs from paying per capita tax during their first year in NALC; limited the distribution of silver Senefelder pins to three a year for each club; and welcomed Kansas City into the national organization.

On the opening day of the convention, Arch Macready, executive director of the Chicago Lithographers Association, called upon lithographers to start a serious recruiting program to attract young persons to the industry. Irving Wermont, a memory expert, addressed the Friday luncheon, and John F. Collins, mayor of Boston, was featured at the Saturday luncheon.

The ladies program included a trip along the "freedom trail." A buffet supper and dance was on the social program Thursday evening, and the annual banquet and dance concluded the convention Saturday evening.

In his address at the Saturday luncheon, president Goss stressed education as the "primary reason for the existence of the litho clubs and the NALC." He said he is "looking forward to strengthening the educational program during the coming year." He cited the efforts of the Cleveland and Chicago clubs in surveying members to find out what types of educational programs they prefer, and he went on to mention the educational programs carried on by St. Louis, Washington, Chicago, Boston and other clubs.

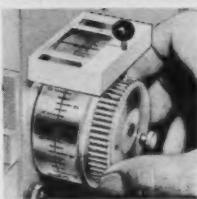
He also called for improved communications between the national and local clubs, an increase in the number of NALC "Tips" published during the years and a better exchange of club bulletins. He referred to several ideas being explored by the long range planning committee, but did not elaborate on them.★

Space does not permit a report of the Saturday question and answer program. It will appear in the July ML.

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EXCLUSIVE!
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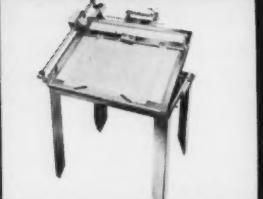
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Accurate - - - rapid - - - foolproof - - - simple. Just press the engaging pin at the desired vernier calibration and it automatically positions the straight edge within 1/1000".

ADD-A-MATIC COUNTER
Starts adding from "0" zero inches - - - no paper and pencil arithmetic.

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Dual directional operation - - - 30 seconds set-up time.

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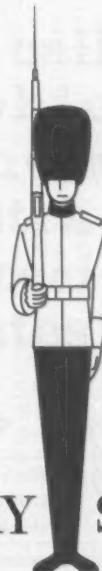
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TO _____	
FOR _____	
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TOTAL	
AM'T THIS CHECK	
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YOUR BANK	
No. _____	
ANY CITY, U.S.A. _____ 19 _____	
PAY TO THE ORDER OF _____ \$ _____	
DOLLARS	

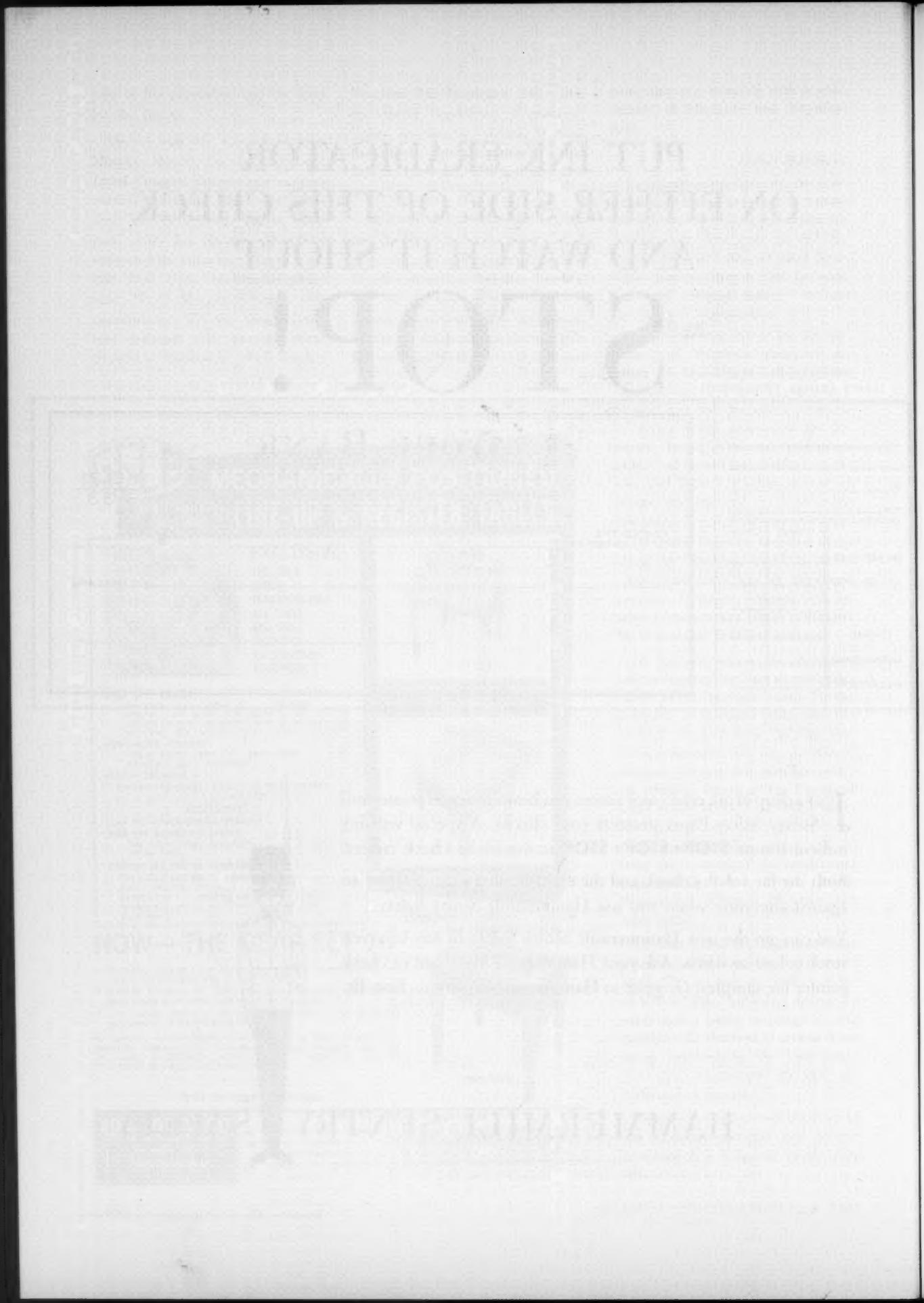
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The classic laid antique finish of Rising's Line Marque now is available in white and a selection of five soft pastel colors in a smart, contemporary interpretation of "Fine Paper at its Best." A Line Marque pastel affords an ideal medium for communicating a creative awareness nurtured within the confines of impeccable classic taste.

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Meticulous modern papermaking techniques assure the highest degree of color evenness, cleanliness and sheet uniformity in Rising's Line Marque. This outstanding paper, with its unique laid antique finish, costs no more than ordinary 25% Cotton Fiber Bond papers. It is suited ideally to blind embossing, and offset, letterpress, steel engraving, copper plate, gravure, thermographic and photogelatin reproduction processes.

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Sheet Stock — In Antique Ivory, Aqua Blue, Petal Pink, Colonial Green, Dove Gray and White.

Size	Substance 20		Substance 24	
	500 Sheets	1000 Sheets	500 Sheets	1000 Sheets
17 x 22	20	40	24	48
34 x 22	40	80	48	96

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Laid surface. Watermarked. Wrapped 500 sheets to a package. Available in full size sheets as well as letterhead sizes, boxed or ream sealed. Matching Envelopes, in all 5 colors and White, are available in the above Substances from Old Colony Envelope Co.

NEW! RISING LINE MARQUE IN REAM BOXES



500-sheet Ream Boxes of Rising Line Marque (8½ x 11) introduce new user convenience. Available in White and all colors, Sub. 20 and 24. Also supplied in Junior Cartons of ten Reams each.

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20" x 27"	.22	" "	42" x 54"	.91	" "
24" x 27"	.30	" "	46" x 56"	1.11	" "
24" x 30"	.31 $\frac{1}{2}$	" "	48" x 60"	1.24	" "
27 $\frac{1}{2}$ " x 31"	.38 $\frac{1}{2}$	" "	54" x 60"	1.30	" "
54" x 100 feet			25.00 a roll		
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sheet size	.005"	.010"	.015"	.020"
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27" x 40"	1.59	2.14	2.33	2.48
30" x 40"	2.50	2.75	3.00	3.35
36" x 51 $\frac{1}{4}$ "	2.63	3.30	3.86	4.10
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51 $\frac{1}{4}$ " x 60"	4.56	6.08	6.75	7.60
51 $\frac{1}{4}$ " x 73"	5.26	6.60	7.72	8.20
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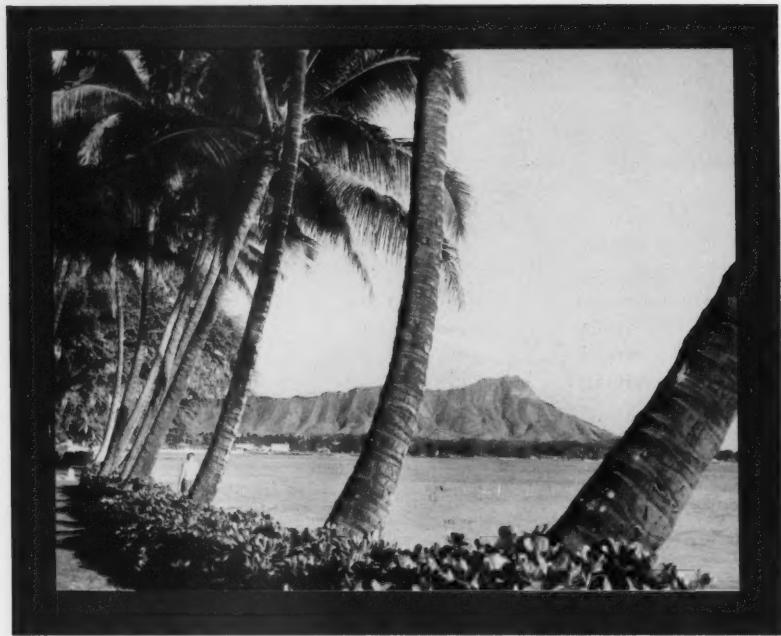
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70	118	140	232
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ASHOKAN
M-C FOLDING BOOK
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ZENA
VELVETONE DULL
ESOPUS TINTS
ESOPUS TINTS COVER-BRISTOL
ESOPUS POSTCARD
SOFTONE



NSC Working for Better Machinery Safety

FRANK NIEDHART, chairman of the engineering maintenance and electrification committee of the National Safety Council's printing and publishing section, has issued an appeal for cooperation by printers in the drive to reduce accidents associated with printing machinery. Mr. Neidhart has been personnel manager of the Miehle division of Miehle-Goss-Dexter, Inc., for 17 years, a position which includes responsibility for their safety program.

"As an employee of a printing press manufacturer," said Mr. Neidhart in a recent issue of the safety section's Newsletter, "I would be remiss not to mention that my own company and, I am sure, all other manufacturers, are vitally interested in building safe products. But neither they nor the committee can do the whole job alone. It needs the support of everyone.

"A safe machine will not improve poor housekeeping, unsafe loading of skids, etc., but it will play a large part in reducing the number of accidents. Any machine with an operator absent, due to an injury, is an idle piece of equipment and a definite loss to the company. It is difficult to estimate the entire loss resulting from injuries, as we must include the hidden losses and some of these are really buried.

"The engineering personnel of any manufacturer would appreciate suggestions relating to the elimination of hazards. You can be certain a thorough investigation will be made and appropriate action taken. Can our committee expect your cooperation?"

The *Montreal Star*, Montreal, Canada, has enrolled as a member of the printing and publishing section. A dozen inquiries about membership have lately been received according

to a report made last month at the executive committee's midwinter meeting in New York. The American Newspaper Publishers Association has been contacted in the effort to interest newspapers in the section's accident program. Book and magazine printers and publishers are also being solicited for membership and it has been suggested that this effort be extended to certain large industrial concerns which operate "captive" printing plants.

Some discouraging notes also emerged from the report made at the New York meeting. One Cleveland greeting card manufacturing company cancelled its membership and replies have not been received from 29 printing firms to whom invitations to join the section had been sent.

Uarco Reports Increase

Uarco, Inc., Chicago, reported net income of \$698,500 or \$1.50 a share for the second quarter of its fiscal year, ending in March. This com-

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WILL NOT MELT
because of SUMMER HEAT
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The real test of any synthetic roller
is its ability to stand up under the
scorching heat and wilting humidity of summer.
TRU-TONE passes that test with flying colors.

Past performance records show
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pares with \$610,700 or \$1.32 a share for the same period last year. Six month net income was \$1,369,400, or \$2.95 a share, compared with \$1,203,500 or \$2.61 a share for the first half of the previous year.

Brown Appoints Cearfoss

W. A. Brown Mfg. Co., Chicago, has appointed Ross Cearfoss, Jr. as western representative. Mr. Cearfoss will service the requirements for cameras and platemaking equipment on the west coast.

GAA Elects Schmitz

E. John Schmitz, Jr., vice-president of E. John Schmitz & Sons Inc., Baltimore, was elected president of the Graphic Arts Association at a meeting of the board of directors recently. The Association is a trade association promoting the welfare of the printing and allied industries in Baltimore. Membership consists of approximately 100 firms. The local group is affiliated with Printing Industry of America, Inc.

PDI Displays Developments

Printing Developments, Inc., New York, held a showing of its display, "PDI Progress Report in Pictures," for trade press editors from the Middle Atlantic States on May 10, in the PDI executive offices.

The display consists mainly of work done with the company's graphic arts products and services, which include Lithure and Lithengrave plates; a line of chemicals for offset; and continuous-tone scanned separations from the PDI Color Scanner for photo-engraving; lithographic and gravure plates.

The display covers the use of color in magazine editorials, general advertising, ROP newspaper work, packaging, books, catalogs posters, annual reports and house organs.

G. C. Corp. Opens New Office

A new sales office for the direct marketing of all Graphic Controls business forms has been opened in the Jackson Bldg., Buffalo, N. Y. The office will feature a complete line of

data processing forms and equipment manufactured at the Buffalo plants of Clarkson Press Inc. and the Amherst Printing Co., both subsidiaries of Graphic Controls.

John P. Magagna has been named district sales manager of Clarkson Press by general sales manager William S. Call.

Two Join Phillips & Jacobs

Gilbert Heath has joined the sales force of the Baltimore branch of Phillips & Jacobs Inc., Philadelphia.

Martin Ramanauskas has also joined the company as a sales representative in the small press field, in the Philadelphia area.

Kemp Moves Quarters

The William M. Kemp Co., San Francisco graphic arts equipment firm, moved June 1, to expanded quarters at 1245 Howard St. The company, which has been located at 915 Bryant St., are the Northern California distributors of Royal Zenith products.

SERVICE
QUALITY INKS
for
Printers, Lithographers, Newspapers

WM. C. HERRICK INK CO.

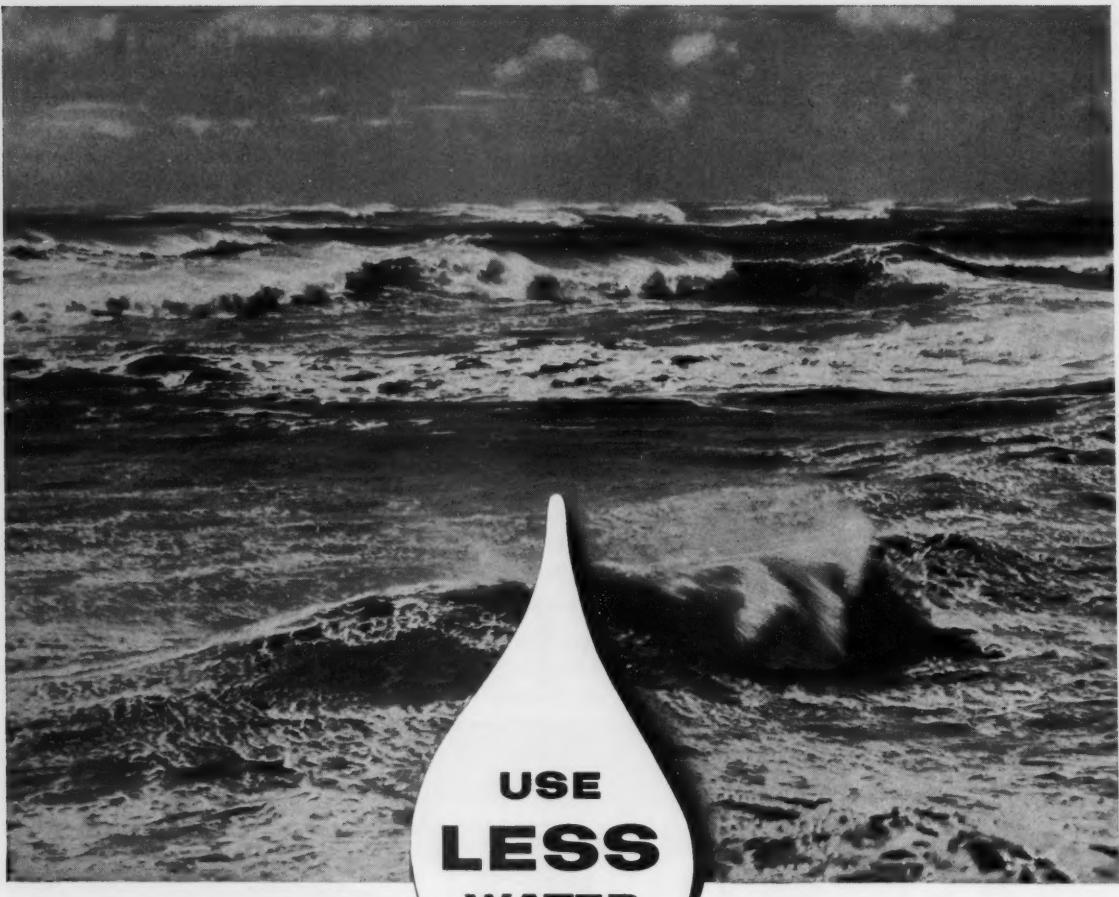
1 Maple Street
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The best offset plates are made from well balanced positives. Good plates enable presses to start up quickly and maintain maximum production. Together they produce quality work, which builds prestige for the lithographer and keeps the customer satisfied.

Try a set of Murphy color positives or plates, and see what a difference it makes when you use the best.

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**with a STARK
BRUSH GRAINED ALUMINUM PLATE**

Most pressmen want plates that will run clean in the non-printing areas, preferably with a small amount of water. This prevents an excessive amount of water emulsification in the ink. And that is just what you get when you use the new Stark Brush Grained Aluminum Plates. You'll get fine reproduction of tones and solids with deep etch, negative whirler coating or negative wipe-on process. Stark Brush Grained Aluminum sheets are available for all sizes of offset presses. Carried in stock they can be delivered overnight to New England and the New York Metropolitan area.

Stark also sells ball grained or ungrained Alcoa Litho sheets.



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PII Appoints White

Printing Industry of Illinois has appointed Harold R. White as assistant general manager and director of the association's management services. In this position, Mr. White will be the chief administrative officer responsible for coordinating the local business management program with that of Printing Industry of America in the Illinois area. He will specialize in financial, cost accounting and general management fields and will be available for consultation with members and non-members.

Mr. White was associated for 23 years with the Manz Corp., Chicago, serving as vice president and treasurer for a number of years. Earlier he had been with R. R. Donnelley & Sons Co.

Hamermill Advances Seven

Richard A. Reeves has been appointed product manager, printing papers by Hamermill Paper Co., Erie, Pa. Warren R. Omark has been appointed new product manager, industrial papers. Glenn R. Spicer, who has been district sales manager, Western territory, has become district sales manager, Central territory with headquarters in Erie. M. L. Hoadley and E. A. Rogers have been transferred to the Eastern territory in New York as district sales representatives. J. Glynn Conard, industrial papers representative, has been made district sales representative, Central territory; and Paul A. Camm, who also has been an industrial papers representative, is the new district sales representative, Midwestern territory, with offices in Chicago.



PIGM Elects Leavy President

Charles Leavy (l), National Lithographers, Inc., recently elected president of Printing Industry of Greater Miami, receives gavel of office from C. C. Crosby, former president of the Association.

Kodak Advances Three

William S. Vaughn was elected president of the Eastman Kodak Co., during May.

Mr. Vaughn succeeds Albert K. Chapman, who was elected vice-chairman of the board. Dr. Chapman had been president since 1952. Mr. Vaughn is a director and, before his election today, was vice-president and general manager.

Vice-president M. Wren Gabel has been advanced to general manager, succeeding Mr. Vaughn. He had been an assistant general manager.

Yates Elected NAPIM Pres.

James Yates, chairman of the board of Martin Driscoll and Co., Chicago, was elected president of the National Association of Printing Ink Makers, at its convention in May.

Matt Leckey, president of Sinclair and Valentine, Inc., New York, was elected vice-president of the association.

Dr. A. C. Zettlemoyer was given the 7th annual Ault Award during the convention.

S. Bergs Celebrate 25th

Sol Berg, of J. H. and G. B. Siebold Co., New York, was guest of honor at a celebration in his offices June 15 on the occasion of his 25th wedding anniversary. His wife of 25 years was originally Miss Adeline O'Conner.

The couple have one son, four adopted children, who were Mr. Berg's nieces and nephews, 11 grandchildren and one great grandchild.

Mr. Berg is in his 35th year with Siebold.

Paschel Book Honored

Among the six books awarded top honors by the National Awards Committee of Boy's Clubs of America is *The First Book of Color* by Herbert P. Paschel graphic arts consultant and ML's columnist and technical editor. An adult committee chose the six medal winners from 14 books recommended by boys across the country in the 15th annual Boy's Club of America Junior Book Awards reading program.

Selections were based on an opinion poll of more than 7,000 members of Boy's Clubs from coast to coast. A total of 856 books were submitted by 69 publishers.

Purpose of the reading program is to encourage wider reading enjoyment, to give Boy's Club members an opportunity to voice their opinions of books, and to raise the standards of boy's reading.

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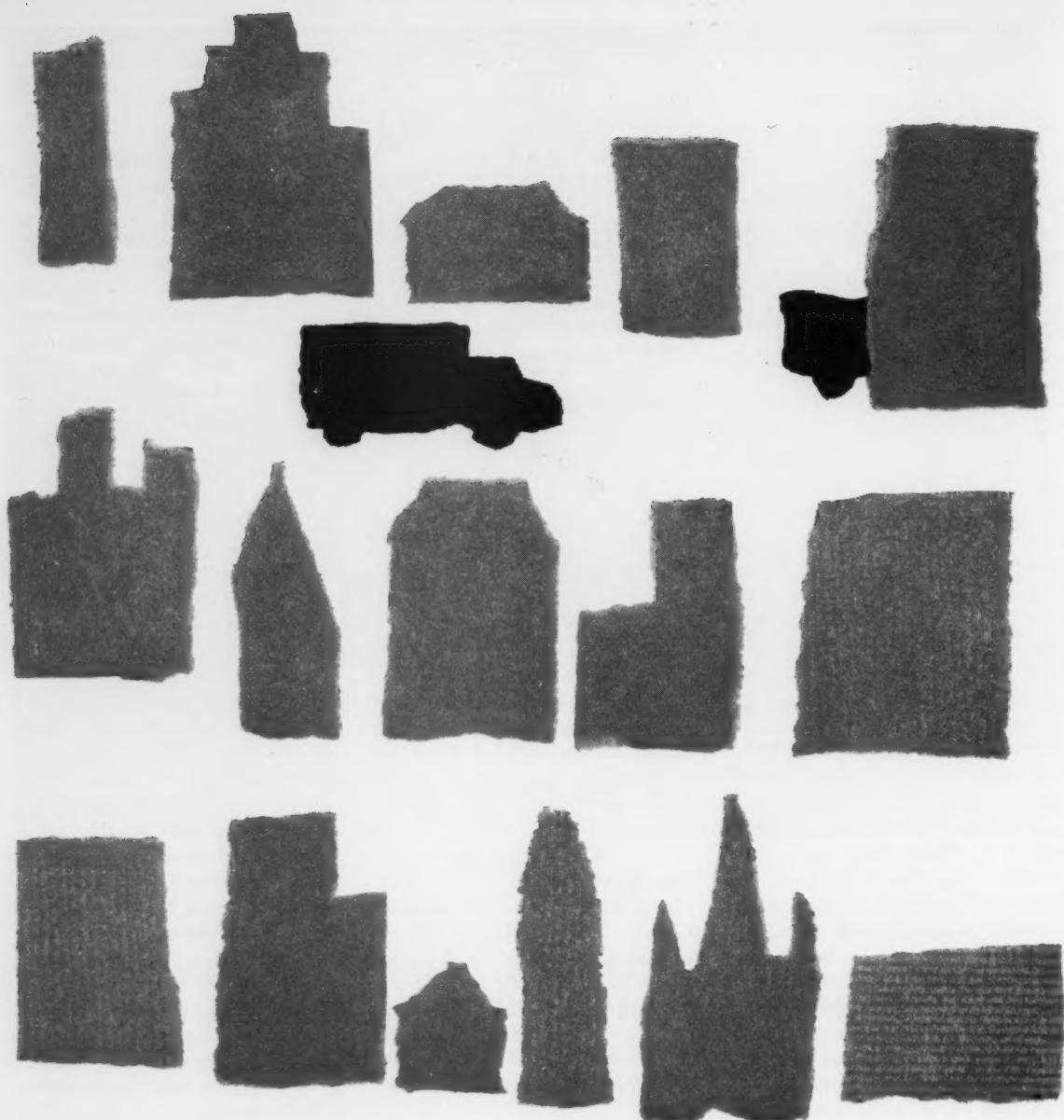
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Unique Fire Drill Tried

An investigation of a mysterious fire at Wallace Press, a Chicago combination plant, led to a confession by the company's recently hired chief engineer that he, himself, had set the fire last March 28, according to a Chicago newspaper. The plant engineer told Chicago police arson squad detectives that he did it to prove to the firm's management that they had an inadequate fire protection system.

The fire, which he said he had started on a wooden hand truck, was quickly discovered and put out by an employee. There was little damage. The plant's sprinkler system was undergoing repairs at the time and the engineer told police no emergency plans had been made in case of fire. He also charged that fire doors were left open and employees did not know the procedure in fire drills. He knew the blaze would be discovered promptly, and declared he had never intended to cause any serious damage. "I see now, 'he was quoted as saying,' that it was a poor way to prove my point." Fire department experts said the plant has ample fire protection.

Announce Letterhead Winners

Whiting-Plover Co., Stevens Point, Wis., has awarded the first place prize in its April Plover Bond letterhead competition to Sol Bronner, Trade Engraving, San Francisco.

Each month awards of \$25.00, \$15.00 and \$10.00 are given to the printers and salesmen who submit the best three letterheads. The letterheads are judged on design and printing quality and must be printed on Plover Bond.

The second and third place winners for April are H. Speigel, Aircraft Owners and Pilots Association, Washington, D. C. and Richard Turpin, American Research Bureau, Beltsville, Md.

Taylor Elected to Buffalo C.C.

John D. Taylor, chairman of the board of J. W. Clement Co., Buffalo, has been elected to the board of directors of the Buffalo Chamber of Commerce.

Edward Stern and Co. Advances Leopold

Theodore C. Leopold has been advanced to the position of assistant sales manager of Edward Stern and Co., Philadelphia.

Mr. Leopold has been with the company since 1951, as a member of the sales force, serving the New York and Philadelphia areas.

Young Lithogs Visit Western Plant

This year's annual field trip to the Young Lithographers Association, New York, was a visit, May 18, to the plant of Western Printing and Lithographing Co., Poughkeepsie, N. Y.

Forty members and guests spent the day touring the facilities, with Fred Hashagen, a member of the club, acting as host.

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Obituaries

Dickinson Dies at 84 See full story on Page 119

J. S. Mertle

J. S. Mertle, 61, authority on phototechnology in the graphic arts, died April 30 in Oshkosh, Wis., after a long illness.

Mr. Mertle was responsible for the introduction of deep etching and dot etching in lithography. He wrote articles for a number of trade journals.

John W. Webb

John W. Webb, manager of the Houston, Texas, branch of Sam'l Bingham's Son Mfg. Co., Chicago, died suddenly in May. Mr. Webb had been with the company for 21 years, and manager at Houston since 1948.

Robert C. Schwalm

Robert C. Schwalm, 57, general superintendent of the Hungerford-Holbrook Co., Watertown, N. Y., died May 7.

Harold S. Greason

Harold S. Greason, for 40 years a member of the sales staff of American Writing Paper Corp., Holyoke, Mass., died suddenly, May 9, at his home in South Orange, N. J.

Charles J. Simunek

Charles J. Simunek, 55, prominent in the field of lithography and senior vice-president and partner of Kipe Offset Process Co., Inc., New York,

for twenty-one years, died suddenly during May.

He was an active member of The Lion's Club, The Knights of Columbus, and the Litho Club of New York.

Lanston Monotype Co., Philadelphia. He was named the 1959 "Man of the Year" by the graphic arts industry of Philadelphia.



Edward F. McElroy

Edward F. McElroy, Jr., 54, retired traffic manager for the Kettnerius Lithographing Co., Primos, Pa., died May 3 at St. Petersburg, Florida.

Frank M. Sherman

Frank M. Sherman, 80, founder and executive director of the International Typographic Composition Association, died May 9, in Jefferson Hospital, Philadelphia.

Mr. Sherman was formerly advertising, public relations director of the

Samuel Gulliford

Samuel B. Gulliford, 60, owner of Gulliford Printing, Inc., Cleveland, died late in April.

Mr. Gulliford had owned the printing establishment for the last ten years. Prior to that he had been employed as a sales engineering consultant by Marshall-Smith, Inc.

Wilbert Garrison

Wilbert Garrison, 91, founder and president of Wilbert Garrison Co., printing and lithographing firm, 30 Ferry St., N. Y., died June 2 in New York City. He had been failing since the middle of April when he suffered a broken leg. Mr. Garrison established his firm in 1907.

Craftsmen Installations

The following firms have installed new Craftsman Line-up Tables during the past month:

American Can Co., Bellwood, Ill.
Diversey Printing Co., Chicago, Ill.
Bruce Publishing Co., St. Paul, Minn.

Union Printing & Publ. Co., Denver, Colorado.

Krieger-Rogsdale & Co., Evansville, Ind.

Reynolds & Reynolds, Dayton, Ohio.
Twin City Press, N. Plainfield, N. J.



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Address all classified replies to Box Number, c/o Modern Lithography P. O. Box 31, Caldwell, N. J.

Rates for classified advertisements are twenty cents per word; minimum charge \$3.00. Rate for individuals seeking employment is five cents per word, minimum charge \$1.00.

Advertisements of new machinery, products and services accepted at a rate of \$10.00 per column inch, minimum space one inch.

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OFFSET SUPERINTENDENT or PRODUCTION MANAGER desires to re-locate. Fully experienced. 43 years of age. Associated with Lithography for 20 years. Resume upon request. Address Box 688, c/o MODERN LITHOGRAPHY.

SEEKING PROMOTER with capital for new litho film developer, perfect halftones, fifty-five second exposure. Glass screen at normal distance, ordinary lights. S. B. Rickett, 314 Palmetto St., Brooklyn, N. Y.

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Includes oscillating copy board and positive holder, 3 point composing bars, double deck MacBeth Arcs, flash lamp and photo cell integrator. Price \$3,000.00. PROCESS COLOR PLATE CO., INC., 1200 W. Monroe Street, Chicago 7, Illinois.

Claims Control of U. S. Env.

West Virginia Pulp and Paper Co. early in June claimed that it had purchased more than 50 percent of the stock of United States Envelope Co., thus gaining control of the company and blocking an earlier plan that U. S. Envelope be merged with Hammermill Paper Co.

Early in May, West Virginia offered to buy U. S. stock at \$38 for common and \$20 for preferred. The company disclosed it already owned 250,000 U. S. shares and sought an equal number to gain control.

West Virginia acquired its interest in U. S. Envelope during the past year and was the biggest single shareholder when the stock buying program started.

CHARLES H. STOWELL, controller, Western Lithograph Co., Los Angeles, has been elected to the Controllers Institute of America.

JOSEPH PEROTTI has been appointed vice president and a director of Huxley Envelope & Paper Corp., New York.

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AnSCO Offers Plestar Base

With the introduction of Reprolith Ortho Type B Film on a new dimensionally stable base material, AnSCO made public last month the availability of Plestar, a polyester foil of the polycarbonate class.

According to the announced specifications, this new material differs considerably from other bases of the polyester type. In contrast to the extruded polyester films, Plestar base is made by a solvent casting operation similar to that long employed with acetate bases. Because of the casting technique, Plestar is not biaxially oriented and thus avoids latent strains and stresses that cause distortion at elevated temperatures or as a result of aging. In addition, Plestar's solubility in certain hydrocarbons makes it possible to apply a compatible substratum to the base which affords an extremely strong bond between emulsion and base. Because of the excellent emulsion adhesion characteristics possible with this material, sharply defined scribing is obtainable.

Because of its higher softening point, Plestar does not exhibit the same degree of distortion at high temperatures as the cellulose esters or polystyrene, and is particularly inert to changes in humidity, according to the company. Dimensional changes of sensitized films on this base over a wide range of temperature and humidity variation do not exceed 5 parts in 10,000. Despite the extreme toughness of this film, it is claimed to cut readily and clean, and can easily be separated and trimmed by the scoring and breaking method.

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(The advertisers' index has been accurately checked but no responsibility can be assumed for errors or omissions)

TALE ENDS

THE best and simplest presentation of the printing processes and related fields that we have ever seen is the International Paper Co. handbook "Pocket Pal," new edition of which has just come to our attention. Can't imagine how we've missed this wonderful little book, which has been around, in various editions, since originated in 1934 by Richard A. Faulkner of the advertising department. (Mr. Faulkner edited the recent edition, too.)

More than 200,000 copies have been used by schools and colleges, business and industrial organizations in their advertising and sales departments. The 126 pages are filled with easy to understand information about paper, type, the various printing processes, composition, photoengraving, inks, imposition, folding and binding, graphic arts terms and paper.

This handsomely printed volume is unhesitatingly recommended to one and all in our industry. For our part, we know just what we will recommend next time we get one of those all too frequent letters beginning "I'm writing a term paper on printing. Please tell me all you know about lithography . . ."

Copies are 50 cents each for less than 100, 35 cents each for 100 or more. Inquiries should be directed to the Advertising Department, International Paper Co., 220 E. 42nd St., New York 17, N.Y.

Gilbert and Sullivan, had they been around, might have found musical comedy material in parliamentary confusion that reigned for awhile at the NALC meeting in Boston last month. Herb Borden, temporary arbiter, did his best juggling the NALC bylaws and Roberts Rules. Maybe the group ought to invest in a full-time parliamentarian before hiring an executive secretary!

The smile of satisfaction on this old gent's face is attributed not to the fact



that he's smoking Old Briar, nor even to the fact that he's just discovered Geritol.

Rather, he's in the happy frame of mind because, after 50 years in the pressroom, he has finally learned to make one of those hats. He learned from a direct mail promotion piece sent out by Dayton Industrial Products Co. Instructions were printed on newsprint. In 14 more or less easy folds, the recipient has a genuine do-it-yourself printer's hat. Even ML's editor, with only a little assistance, managed to put together a fairly respectable hat. Along the way, of course, we noted the clever message about the Dayco line of rollers, blankets, fountain dividers etc. Norm Nielson, sales manager of the Dayco department, reports that the gimmick was dreamed up to instruct printers and lithographers in an age-old technique that many have never been able to master.

Lithographers in the Chicago area who can spare the time from their own shops might find it profitable to take a look at an exhibition of fine books and other printed materials now at R. R. Donnelley's Lakeside Press Galleries. Items include everything from classics of printing history to the most modern works. Included are leaves from the presses of Gutenberg, Caxton, Aldus, Jensen and Caslon, and the famous Baskerville Bible. ★

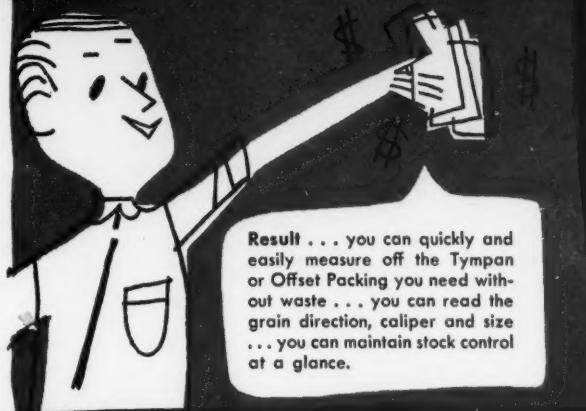


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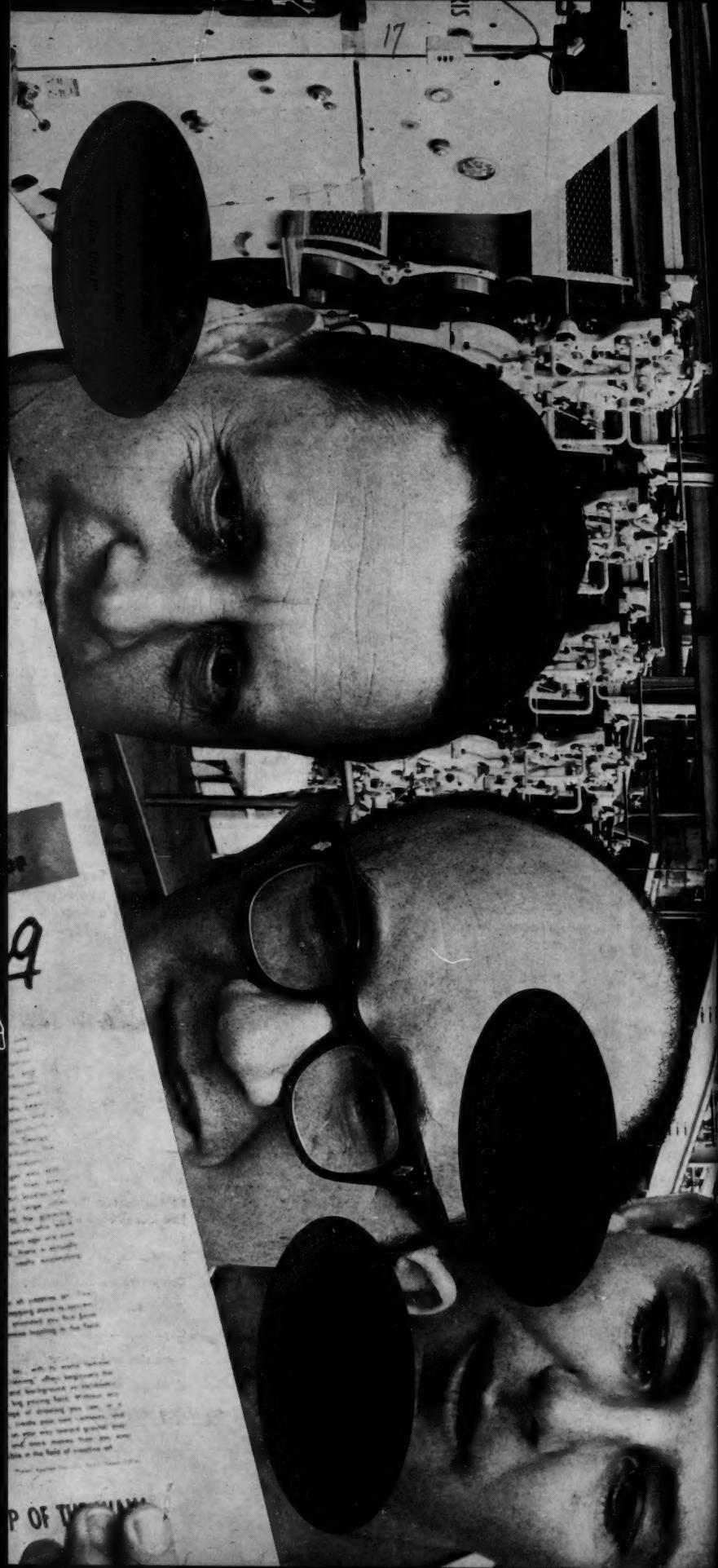
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